

Swiss Treasury Summit

DATE: Wednesday, September 17, 2025

LOCATION: Risch-Rotkreuz, Zug, CH

Event Description

Swiss Treasury Summit is a premier conferences event in Risch-Rotkreuz. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: DaXHEFr53uG9AMV3zu

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 120 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.