

The Real McKenzies

DATE: Friday, January 16, 2026
LOCATION: Rorschach, Sankt Gallen, CH

Event Description

The Real McKenzies is a premier concerts event in Rorschach. 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: concerts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 64RCRpnmU6PPiMmjkk

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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