

Thierry Lang

DATE: Thursday, January 22, 2026
LOCATION: Schaffhausen, Schaffhausen, CH

Event Description

Thierry Lang is a premier concerts event in Schaffhausen. 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: 47/100

Expected Attendance: 743 people

Event ID: GhYscZRmxGKw2vyFUH

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 297 across all properties

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