

# Tour: New Exhibition "Plants Speak to Us" (Ages 10 and Up)

DATE: Sunday, November 2, 2025  
LOCATION: Zürich, Zürich, CH

## Event Description

Tour: New Exhibition "Plants Speak to Us" (Ages 10 and Up) is a premier expos event in Zürich. 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:** expos

**Importance Rank:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** CTeExhupCVuKw3ekFf

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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