

URSUS

DATE: Tuesday, November 4, 2025
LOCATION: Rapperswil-Jona, Sankt Gallen, CH

Event Description

URSUS is a premier concerts event in Rapperswil-Jona. 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: 45/100

Expected Attendance: 559 people

Event ID: 3wzpc9r7FjRwX8KwsZ

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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