

WhoMadeWho and Lilly Palmer

DATE: Friday, September 19, 2025

LOCATION: Ascona, Ticino, CH

Event Description

WhoMadeWho and Lilly Palmer is a premier festivals event in Ascona. 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: festivals

Importance Rank: 61/100

Expected Attendance: 3,500 people

Event ID: AgG6bBkkJ3U2UpbWhy

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,400 across all properties

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