

Youssoupha, Ayo, Bekar, and 8 others

DATE: Wednesday, August 27, 2025
LOCATION: Noble-Contrée, Valais, CH

Event Description

Youssoupha, Ayo, Bekar, and 8 others is a premier festivals event in Noble-Contrée. 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: 49/100

Expected Attendance: 888 people

Event ID: Hmw9K8ww2sPznq2kPa

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 355 across all properties

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