

Alps Hockey League - Merano vs Kitzbühel

DATE: Tuesday, January 6, 2026

LOCATION: Kitzbühel, Tirol, AT

Event Description

Alps Hockey League - Merano vs Kitzbühel is a premier sports event in Kitzbühel. 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: sports

Importance Rank: 52/100

Expected Attendance: 1,274 people

Event ID: 5nJDCiwrqJ9qqKX34p

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 510 across all properties

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