

# Alps Hockey League - Merano vs Zeller Eisbären

DATE: Thursday, October 30, 2025  
LOCATION: Zell am See, Salzburg, AT

## Event Description

Alps Hockey League - Merano vs Zeller Eisbären is a premier sports event in Zell am See. 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:** 60/100

**Expected Attendance:** 3,023 people

**Event ID:** BkbrrrYebQWbYK9EUU

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,209 across all properties

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