

# Alps Hockey League - Ritten Sport vs Unterland Cavaliers

DATE: Friday, January 2, 2026  
LOCATION: Neumarkt, IT

## Event Description

Alps Hockey League - Ritten Sport vs Unterland Cavaliers is a premier sports event in Neumarkt. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 6JPNVebT6qYfmmPs9j

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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