

# FC Zurich vs FC Sion

DATE: Sunday, November 23, 2025

LOCATION: Sion, Wallis, CH

## Event Description

FC Zurich vs FC Sion is a premier sports event in Sion. 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:** 69/100

**Expected Attendance:** 9,222 people

**Event ID:** At5gDzrxKrKUYFfAW

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,689 across all properties

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