

# National League - Ajoie vs Rapperswil Jona Lakers

DATE: Saturday, January 3, 2026  
LOCATION: Rapperswil-Jona, Sankt Gallen, CH

## Event Description

National League - Ajoie vs Rapperswil Jona Lakers is a premier sports event in Rapperswil-Jona. 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:** 64/100

**Expected Attendance:** 5,082 people

**Event ID:** BUxGAhDNrYMPzCzEL2o

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,033 across all properties

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