

# National League - Lugano vs Zug

DATE: Wednesday, January 21, 2026  
LOCATION: Zug, Zug, CH

## Event Description

National League - Lugano vs Zug is a premier sports event in Zug. 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:** 67/100

**Expected Attendance:** 6,958 people

**Event ID:** CsyhFzDZH7TnLnyBsk

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,783 across all properties

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