

# National League - ZSC Lions vs Ambri Piotta

DATE: Friday, January 23, 2026  
LOCATION: Ambri, CH

## Event Description

National League - ZSC Lions vs Ambri Piotta is a premier sports event in Ambri. 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:** 65/100

**Expected Attendance:** 5,881 people

**Event ID:** 9Gg6dNcW2ducXYFCJY

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,352 across all properties

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