

National League - ZSC Lions vs Zug

DATE: Saturday, January 10, 2026

LOCATION: Zug, Zug, CH

Event Description

National League - ZSC Lions 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: 7,015 people

Event ID: 5hs29648QYkpe27zxD

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: 2,806 across all properties

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