

# Regionalliga - Nordost - Carl Zeiss Jena vs Zwickau

DATE: Friday, August 22, 2025  
LOCATION: Zwickau, Sachsen, DE

## Event Description

Regionalliga - Nordost - Carl Zeiss Jena vs Zwickau is a premier sports event in Zwickau. 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:** 8,430 people

**Event ID:** Exvojj6pfkTCgTXTwY

## 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:** 3,372 across all properties

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