

# Servette Geneva vs FC Utrecht

DATE: Thursday, August 14, 2025

LOCATION: Utrecht, Utrecht, NL

## Event Description

Servette Geneva vs FC Utrecht is a premier sports event in Utrecht. 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:** 77/100

**Expected Attendance:** 21,800 people

**Event ID:** 9HsSGENdZMKCkkjve4

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,720 across all properties

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