

Super League - Lugano vs Luzern

DATE: Saturday, January 17, 2026

LOCATION: Luzern, Luzern, CH

Event Description

Super League - Lugano vs Luzern is a premier sports event in Luzern. 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: 74/100

Expected Attendance: 15,176 people

Event ID: 9ijjexY3VGZUjFRV9Q

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,070 across all properties

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