

Super League - Servette vs St.Gallen

DATE: Sunday, January 25, 2026
LOCATION: Sankt Gallen, Sankt Gallen, CH

Event Description

Super League - Servette vs St.Gallen is a premier sports event in Sankt Gallen. 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: 73/100

Expected Attendance: 13,930 people

Event ID: EbuZVJ24sYzxBgrpTD

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,572 across all properties

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