

Super League - Sion vs Basel

DATE: Sunday, January 18, 2026
LOCATION: Basel, Basel-Stadt, CH

Event Description

Super League - Sion vs Basel is a premier sports event in Basel. 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: 22,484 people

Event ID: J7BfKWJS79myn4TGc

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: 8,994 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/super-league-sion-vs-basel>

Document generated on 6/3/2026, 10:47:05 PM