

# Super League - St.Gallen vs Luzern

DATE: Sunday, February 1, 2026

LOCATION: Luzern, Luzern, CH

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## Event Description

Super League - St.Gallen 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:** 73/100

**Expected Attendance:** 14,875 people

**Event ID:** 5SP5GEVvKC2NYrpGuX

## 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:** 5,950 across all properties

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