

# Super League - Young Boys vs Thun

DATE: Sunday, January 25, 2026

LOCATION: Thun, Bern, CH

## Event Description

Super League - Young Boys vs Thun is a premier sports event in Thun. 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:** 69/100

**Expected Attendance:** 8,433 people

**Event ID:** 7mDRm2PSmQmXqqxNNX

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,373 across all properties

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