

Super League - Zürich vs Servette

DATE: Sunday, January 18, 2026

LOCATION: Genève, Genève, CH

Event Description

Super League - Zürich vs Servette is a premier sports event in Genève. 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: 72/100

Expected Attendance: 12,359 people

Event ID: 9PXRCdKEoJaR5DP8Qo

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 4,944 across all properties

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