

# Swiss League - Chur vs Sierre

DATE: Friday, January 23, 2026

LOCATION: Sierre, Valais, CH

## Event Description

Swiss League - Chur vs Sierre is a premier sports event in Sierre. 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:** 60/100

**Expected Attendance:** 3,207 people

**Event ID:** E3RhhtRRqY6xvCdEXM

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,283 across all properties

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