

# Swiss League - Chur vs Thurgau

DATE: Saturday, January 3, 2026  
LOCATION: Weinfelden, Thurgau, CH

## Event Description

Swiss League - Chur vs Thurgau is a premier sports event in Weinfelden. 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:** 58/100

**Expected Attendance:** 2,522 people

**Event ID:** BLpxELmekneRzJyd2y

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,009 across all properties

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