

Swiss League - GCK Lions vs Basel

DATE: Tuesday, December 23, 2025
LOCATION: Basel, Basel-Landschaft, CH

Event Description

Swiss League - GCK Lions vs Basel is a premier sports event in Basel. 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: 64/100

Expected Attendance: 4,811 people

Event ID: 5tVXYfu4ZazFoL6Q4V

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,924 across all properties

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