

Swiss League - La Chaux de Fonds vs Bellinzona Snakes

DATE: Tuesday, January 20, 2026
LOCATION: Bellinzona, Ticino, CH

Event Description

Swiss League - La Chaux de Fonds vs Bellinzona Snakes is a premier sports event in Bellinzona. 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: 55/100

Expected Attendance: 1,872 people

Event ID: 6uMjAqe8Hgr9KkXx5s

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 749 across all properties

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