

# Swiss League - Sierre vs Basel

DATE: Thursday, January 15, 2026  
LOCATION: Basel, Basel-Landschaft, CH

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## Event Description

Swiss League - Sierre 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:** 4,756 people

**Event ID:** 3GNM6xA6HA9oLrppjj

## 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:** 1,902 across all properties

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

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