

# Swiss League - Sierre vs Chur

DATE: Wednesday, October 8, 2025

LOCATION: Zürich, Zürich, CH

## Event Description

Swiss League - Sierre vs Chur is a premier sports event in Zürich. 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:** 69/100

**Expected Attendance:** 9,192 people

**Event ID:** FViVobVNbG2PYrsETH

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,677 across all properties

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