

Swiss League - Sierre vs Thurgau

DATE: Saturday, January 24, 2026
LOCATION: Weinfelden, Thurgau, CH

Event Description

Swiss League - Sierre 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: 2,527 people

Event ID: BmaRzBrpDFb3ioviy3

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: 1,011 across all properties

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