

Swiss League - Thurgau vs La Chaux de Fonds

DATE: Tuesday, January 6, 2026
LOCATION: La Chaux-de-Fonds, Neuchâtel, CH

Event Description

Swiss League - Thurgau vs La Chaux de Fonds is a premier sports event in La Chaux-de-Fonds. 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: 63/100

Expected Attendance: 4,470 people

Event ID: EXdKW7woZg3FsochEW

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: 1,788 across all properties

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