

Swiss League - Visp vs Olten

DATE: Sunday, January 18, 2026

LOCATION: Olten, Solothurn, CH

Event Description

Swiss League - Visp vs Olten is a premier sports event in Olten. 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: 65/100

Expected Attendance: 5,889 people

Event ID: 6ypGpatZ8dDG5zQ3JR

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,356 across all properties

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