

EURO 2008 – The Winners Are ... the Hoteliers

The 'UEFA EURO 2008' European football championship provided sporting highlights and entertainment during June for the European football fans. The influx of football enthusiasts and tourists meant a good start to the summer for hoteliers in the eight cities across Switzerland and Austria which hosted the various games as they reported up to 231% revPAR increases during match days compared to the prior year...

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