

# 1. Liga Classic - Group 1 - Martigny-Sports vs Monthey

DATE: Saturday, November 8, 2025  
LOCATION: Monthey, Valais, CH

## Event Description

1. Liga Classic - Group 1 - Martigny-Sports vs Monthey is a premier sports event in Monthey. 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:** 47/100

**Expected Attendance:** 740 people

**Event ID:** AXddwPn2gLJHrcMJ6n

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 296 across all properties

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