1. Liga Classic - Group 1 - Stade Payerne vs Monthey

DATE: Saturday, September 20, 2025
LOCATION: Monthey, Valais, CH

Event Description

1. Liga Classic - Group 1 - Stade Payerne 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: 34JApSAzifxCFUdYZm

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.