

# 1. Liga Classic - Group 2 - Besa Biel/Bienne vs Courtételle

DATE: Saturday, September 6, 2025  
LOCATION: Courtételle, Jura, CH

## Event Description

1. Liga Classic - Group 2 - Besa Biel/Bienne vs Courtételle is a premier sports event in Courtételle. 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:** 48/100

**Expected Attendance:** 809 people

**Event ID:** AmEJY3j225yXjX3Y7c

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 324 across all properties

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