

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

DATE: Sunday, September 28, 2025
LOCATION: Biel/Bienne, CH

Event Description

1. Liga Classic - Group 2 - Muttenz vs Besa Biel/Bienne is a premier sports event in Biel/Bienne. 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: 787 people

Event ID: 7UdZJeTfhzjEaQB9xh

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: 315 across all properties

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