

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

DATE: Wednesday, August 27, 2025
LOCATION: Grenchen, Canton of Solothurn, CH

Event Description

1. Liga Classic - Group 2 - Zug vs Besa Biel/Bienne is a premier sports event in Grenchen. 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: 69/100

Expected Attendance: 9,253 people

Event ID: 6fDSqcmcrehY5dbXQV

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,701 across all properties

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