

1. Liga Classic - Group 3 - Höngg vs St. Gallen II

DATE: Saturday, November 15, 2025
LOCATION: Wil, Sankt Gallen, CH

Event Description

1. Liga Classic - Group 3 - Höngg vs St. Gallen II is a premier sports event in Wil. 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: 64/100

Expected Attendance: 4,980 people

Event ID: 6rRB7oMRAXL5Dygmad

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,992 across all properties

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