

# 1. Liga Promotion - Basel II vs Young Boys II

DATE: Saturday, September 6, 2025  
LOCATION: Bern, Canton of Bern, CH

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## Event Description

1. Liga Promotion - Basel II vs Young Boys II is a premier sports event in Bern. 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:** 68/100  
**Expected Attendance:** 8,286 people  
**Event ID:** EhLyPHVpL4rRSS6gsY

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,314 across all properties

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