

# 1. Liga Promotion - Biel-Bienne vs Brühl

DATE: Saturday, August 23, 2025  
LOCATION: Sankt Gallen, Sankt Gallen, CH

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## Event Description

1. Liga Promotion - Biel-Bienne vs Brühl is a premier sports event in Sankt Gallen. 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:** 56/100

**Expected Attendance:** 1,894 people

**Event ID:** 6mh4e8spunZDYBu68u

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 758 across all properties

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

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