

# 1. Liga Promotion - Biel-Bienne vs Vevey-Sports

DATE: Wednesday, August 27, 2025  
LOCATION: Châtel-Saint-Denis, Fribourg, CH

## Event Description

1. Liga Promotion - Biel-Bienne vs Vevey-Sports is a premier sports event in Châtel-Saint-Denis. 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:** 1,906 people

**Event ID:** 4mczj7xy7cnnuKXA2p

## 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:** 762 across all properties

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