

1. Liga Promotion - Cham vs Biel-Bienne

DATE: Sunday, November 23, 2025

LOCATION: Biel, Bern, CH

Event Description

1. Liga Promotion - Cham vs Biel-Bienne is a premier sports event in Biel. 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: 58/100

Expected Attendance: 2,458 people

Event ID: 8L5Qc2xoZKf4LhQ74v

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 983 across all properties

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