

1. Liga Promotion - Cham vs Breitenrain

DATE: Saturday, September 13, 2025
LOCATION: Bern, Canton of Bern, CH

Event Description

1. Liga Promotion - Cham vs Breitenrain 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: 54/100

Expected Attendance: 1,558 people

Event ID: HMq6BVt4tBUfoMr7PQ

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 623 across all properties

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