

1. Liga Promotion - Vevey-Sports vs Cham

DATE: Wednesday, September 17, 2025
LOCATION: Cham, Zug, CH

Event Description

1. Liga Promotion - Vevey-Sports vs Cham is a premier sports event in Cham. 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: 1,532 people

Event ID: Gc5NUn5EdqqXdXGA5b

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: 613 across all properties

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