

SB League - Massagno vs Lions de Genève

DATE: Saturday, January 3, 2026
LOCATION: Geneva, CH

Event Description

SB League - Massagno vs Lions de Genève is a premier sports event in Geneva. 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: 52/100

Expected Attendance: 1,295 people

Event ID: Gt6rPfYXjRCfR6Sp7L

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 518 across all properties

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