

SB League - Massagno vs Lugano Tigers

DATE: Sunday, October 19, 2025

LOCATION: Lugano, Ticino, CH

Event Description

SB League - Massagno vs Lugano Tigers is a premier sports event in Lugano. 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: 50/100

Expected Attendance: 986 people

Event ID: HQFRynQGw2utZqx82Y

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 394 across all properties

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