

# SB League - Massagno vs Monthey

DATE: Sunday, December 14, 2025

LOCATION: Monthey, Valais, CH

## Event Description

SB League - Massagno vs Monthey is a premier sports event in Monthey. 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:** 46/100

**Expected Attendance:** 600 people

**Event ID:** AknFijm9suTvsvmmso

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 240 across all properties

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