

SB League - Nyon vs Massagno

DATE: Saturday, January 10, 2026

LOCATION: Massagno, Ticino, CH

Event Description

SB League - Nyon vs Massagno is a premier sports event in Massagno. 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: 49/100

Expected Attendance: 924 people

Event ID: D6rY9pETC8LRYJRM44

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 370 across all properties

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