

# World Economic Forum 2026

DATE: Saturday, January 10, 2026  
LOCATION: Thessaloniki, GR

## Event Description

The World Economic Forum 2026 is a major global event that will significantly impact the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** 3JjHDZDNQt3UCuboYq

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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