

2. Liga - Upper Austrian Ballers vs Steiermark

DATE: Sunday, January 11, 2026
LOCATION: Graz, Steiermark, AT

Event Description

2. Liga - Upper Austrian Ballers vs Steiermark is a premier sports event in Graz. 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: 1,049 people

Event ID: 86VKUWgdbLovAyvhu4

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: 420 across all properties

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