

ALMA, Haze, Tube & Berger, and 75 others

DATE: Wednesday, December 10, 2025

LOCATION: Saalbach, Salzburg, AT

Event Description

ALMA, Haze, Tube & Berger, and 75 others is a premier festivals event in Saalbach. 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: festivals

Importance Rank: 50/100

Expected Attendance: 1,016 people

Event ID: Hj9QPnC5rGMozDbXVY

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: 406 across all properties

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