

Grazer AK 1902 vs SK Sturm Graz

DATE: Sunday, December 7, 2025

LOCATION: Graz, Steiermark, AT

Event Description

Grazer AK 1902 vs SK Sturm Graz 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: 70/100

Expected Attendance: 9,858 people

Event ID: 4YUheErDqEimahtpJr

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,943 across all properties

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