

# Green Monday

DATE: Sunday, December 7, 2025

LOCATION: US

## Event Description

Green Monday is a premier observances event in the region. 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:** observances

**Importance Rank:** 25/100

**Expected Attendance:** 10,000 people

**Event ID:** C8s5ybBmzxxP25SLg6

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 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.*