

# Green World Tour Graz

DATE: Thursday, January 1, 2026

LOCATION: Graz, Steiermark, AT

## Event Description

Green World Tour Graz is a premier expos 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:** expos

**Importance Rank:** 36/100

**Expected Attendance:** 194 people

**Event ID:** 7reMap79roS8C7jbym

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 78 across all properties

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