

HYDRO

DATE: Sunday, November 23, 2025

LOCATION: Thessaloniki, GR

Event Description

HYDRO is a premier expos event in Thessaloniki. 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: 59/100

Expected Attendance: 2,884 people

Event ID: AfnFtFEV2xRSMqoW63

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,154 across all properties

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