

# ICE Hockey League - Ferencváros vs Graz 99ers

DATE: Thursday, January 1, 2026  
LOCATION: Graz, Steiermark, AT

## Event Description

ICE Hockey League - Ferencváros vs Graz 99ers 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:** 58/100

**Expected Attendance:** 2,539 people

**Event ID:** 4uvvZWxuoNB9FuQHRv

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,016 across all properties

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