

# International Day of Commemoration in Memory of the Victims of the Holocaust

DATE: Monday, January 26, 2026  
LOCATION: US

## Event Description

International Day of Commemoration in Memory of the Victims of the Holocaust 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:** 20/100  
**Expected Attendance:** 10,000 people  
**Event ID:** DjGWX2VxRRa7z82nJb

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x 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.*