

# Kiss Winter Symposium

DATE: Wednesday, January 28, 2026

LOCATION: Kitzbühel, Tirol, AT

## Event Description

Kiss Winter Symposium is a premier conferences event in Kitzbühel. 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 438 people

**Event ID:** DfvD8cp4abdAWjaLWS

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 175 across all properties

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

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<https://becircadian.com/events/kiss-winter-symposium>

Document generated on 6/4/2026, 1:19:35 AM