

Modernpak and Intergrafika 2025

DATE: Wednesday, December 3, 2025

LOCATION: Zagreb, Grad Zagreb, HR

Event Description

Modernpak and Intergrafika 2025 is a premier expos event in Zagreb. 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: 73/100

Expected Attendance: 13,992 people

Event ID: FbhtR2WFEocMBdUq8t

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,597 across all properties

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