

Sangamam 2026

DATE: Friday, January 9, 2026

LOCATION: Olassa, Kerala, IN

Event Description

Sangamam 2026 is a premier festivals event in Olassa. 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: festivals

Importance Rank: 45/100

Expected Attendance: 548 people

Event ID: Eq78qAvmeFCXvph7CD

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 219 across all properties

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