

SoCraTes Conference

DATE: Thursday, January 29, 2026
LOCATION: Ilanz/Glion, Graubünden, CH

Event Description

SoCraTes Conference is a premier conferences event in Ilanz/Glion. 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: 42/100

Expected Attendance: 403 people

Event ID: 8ZQphUiMZ5FxmNcz36

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 161 across all properties

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