

2nd Annual Voices of Change Conference

DATE: Sunday, January 4, 2026
LOCATION: Cape Coast, Central Region, GH

Event Description

2nd Annual Voices of Change Conference is a premier conferences event in Cape Coast. 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: 31/100
Expected Attendance: 115 people
Event ID: DWUyeTagZaTt95Srqu

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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