

African Energy Week (AEW) 2025

DATE: Monday, September 29, 2025
LOCATION: Cape Town, Western Cape, ZA

Event Description

African Energy Week (AEW) 2025 is a premier expos event in Cape Town. 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: 70/100

Expected Attendance: 9,500 people

Event ID: ZqHp3CrbT7W78DJsVx

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,800 across all properties

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