

# African Genomics Short Course

DATE: Sunday, November 30, 2025  
LOCATION: Cape Town, Western Cape, ZA

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## Event Description

African Genomics Short Course 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:** 64/100

**Expected Attendance:** 4,866 people

**Event ID:** DWZLiSdDTX4iBTHsE8

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,946 across all properties

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

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Document generated on 6/3/2026, 10:50:16 PM