

Apex SME Masters Expos: Tec & Mar in Cape Town

DATE: Thursday, November 27, 2025
LOCATION: Arabella Country Estate, Western Cape, ZA

Event Description

Apex SME Masters Expos: Tec & Mar in Cape Town is a premier conferences event in Arabella Country Estate. 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: 41/100

Expected Attendance: 349 people

Event ID: ASXTT4q8z4Vvy5eTnP

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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