

Awareness2Gain Weekender - African & Caribbean Business Showcase

DATE: Sunday, August 31, 2025
LOCATION: Coventry, England, GB

Event Description

Awareness2Gain Weekender - African & Caribbean Business Showcase is a premier expos event in Coventry. 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: 56/100

Expected Attendance: 2,109 people

Event ID: HMyRNVtV7wdTaNvNGW

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 844 across all properties

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