

BEAUTY IN THE MOTHERLAND 2025

DATE: Thursday, October 2, 2025

LOCATION: Lagos, Lagos, NG

Event Description

BEAUTY IN THE MOTHERLAND 2025 is a premier expos event in Lagos. 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: 1,998 people

Event ID: D9ApVAK74QYBYFWYk3

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: 799 across all properties

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