

Biennial Conference of the Africa Academy of Management

DATE: Sunday, January 4, 2026
LOCATION: Casablanca, Casablanca-Settat, MA

Event Description

Biennial Conference of the Africa Academy of Management is a premier conferences event in Casablanca. 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: 39/100

Expected Attendance: 272 people

Event ID: 99ethjyKDGRcQvPe6j

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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