

Business and Career Breakthrough Seminar

DATE: Saturday, August 23, 2025
LOCATION: Ota, Ogun State, NG

Event Description

Business and Career Breakthrough Seminar is a premier expos event in Ota. 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: 46/100

Expected Attendance: 640 people

Event ID: 4qgkD8yJF4JUQBHagi

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 256 across all properties

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