

Creative Business Summit Nigeria

DATE: Wednesday, November 19, 2025

LOCATION: Lagos, Lagos, NG

Event Description

Creative Business Summit Nigeria is a premier conferences 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: conferences

Importance Rank: 39/100

Expected Attendance: 295 people

Event ID: 88eXiTVEvKNUPMr9zG

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: 118 across all properties

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