

ESMO Summit Africa 2026

DATE: Thursday, February 5, 2026
LOCATION: Cape Town, Western Cape, ZA

Event Description

ESMO Summit Africa 2026 is a premier conferences event in Cape Town. 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: 45/100

Expected Attendance: 566 people

Event ID: wUyFS5yAxzwdffPXi2

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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