

# Exclusive Product Launch - Pro-Collagen Anti-Wrinkle

DATE: Saturday, November 8, 2025  
LOCATION: Greater Accra Region, GH

## Event Description

Exclusive Product Launch - Pro-Collagen Anti-Wrinkle is a premier expos event in the region. 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:** 614 people

**Event ID:** 5krDzgbLnJiHBa6dBv

## 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:** 246 across all properties

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