

FashionEVO Pop-Up Session

DATE: Thursday, September 18, 2025

LOCATION: Lagos, Lagos, NG

Event Description

FashionEVO Pop-Up Session is a premier expos 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: expos

Importance Rank: 56/100

Expected Attendance: 1,991 people

Event ID: 3wBqW74oTD2fbGVpAf

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 796 across all properties

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