

FROM IDEA TO IMPACT: HOW AFRICAN START-UPS ARE WINNING WITH AI

DATE: Friday, September 12, 2025
LOCATION: Accra, Greater Accra Region, GH

Event Description

FROM IDEA TO IMPACT: HOW AFRICAN START-UPS ARE WINNING WITH AI is a premier conferences event in Accra. 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: 36/100

Expected Attendance: 210 people

Event ID: C9uf3QXCjhH4kCmh6H

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 84 across all properties

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