

Gambia International Fashion Week

GIFWS25

DATE: Saturday, November 15, 2025
LOCATION: Serrekunda, Brikama, GM

Event Description

Gambia International Fashion Week GIFWS25 is a premier festivals event in Serrekunda. 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: festivals

Importance Rank: 42/100

Expected Attendance: 384 people

Event ID: BAnVfpa9BmCwfL2tGX

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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