

# Gorilla Guardian Ride

DATE: Friday, December 26, 2025

LOCATION: Kigali, Kigali City, RW

## Event Description

Gorilla Guardian Ride is a premier community event in Kigali. 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:** community

**Importance Rank:** 29/100

**Expected Attendance:** 91 people

**Event ID:** B5MqcejzPaf3z4pFJN

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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