

Grains Africa 2026

DATE: Wednesday, January 28, 2026
LOCATION: Dar es Salaam, Dar es Salam, TZ

Event Description

Grains Africa 2026 is a premier expos event in Dar es Salaam. 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: 62/100

Expected Attendance: 3,787 people

Event ID: Ac8p3Z4wfD3TXg9Dxb

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,515 across all properties

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