

GWOGO Summit 2025 : The Mask We Wear

DATE: Saturday, October 18, 2025
LOCATION: Accra, Greater Accra Region, GH

Event Description

GWOGO Summit 2025 : The Mask We Wear 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: 41/100

Expected Attendance: 339 people

Event ID: 3KQsCBhLfJZvSUWNMe

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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