

Idea Jam #3 — Road to AfricArena Cape Town

DATE: Wednesday, September 17, 2025
LOCATION: Dakar, Dakar Region, SN

Event Description

Idea Jam #3 — Road to AfricArena Cape Town is a premier conferences event in Dakar. 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: 37/100
Expected Attendance: 218 people
Event ID: 88RnMnU4fsycmMKWGK

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: 87 across all properties

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