

INAUGURATION OF THE WOMAN OF TODAY INTERNATIONAL (TWOT GHANA)

DATE: Thursday, August 14, 2025
LOCATION: Accra, Greater Accra Region, GH

Event Description

INAUGURATION OF THE WOMAN OF TODAY INTERNATIONAL (TWOT GHANA) 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: 39/100
Expected Attendance: 276 people
Event ID: CR4XGPUqNWLcFMMj5M

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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