

International Migrants Day Cultural Hangout Festival

DATE: Friday, December 12, 2025
LOCATION: Abuja, Federal Capital Territory, NG

Event Description

International Migrants Day Cultural Hangout Festival is a premier festivals event in Abuja. 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: festivals

Importance Rank: 47/100

Expected Attendance: 704 people

Event ID: HHXTRFvrnQZ83rm6VE

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 282 across all properties

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