

# Kenya International Trade Show

DATE: Thursday, February 5, 2026  
LOCATION: Nairobi, Nairobi County, KE

## Event Description

Kenya International Trade Show is a premier expos event in Nairobi. 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:** 69/100

**Expected Attendance:** 9,100 people

**Event ID:** DuHbuoFbtcxgHJgRse

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,640 across all properties

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