

MEMOS: New Encounters Conference - Day 2

DATE: Friday, December 12, 2025
LOCATION: Cape Town, Western Cape, ZA

Event Description

MEMOS: New Encounters Conference - Day 2 is a premier conferences event in Cape Town. 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: 45/100
Expected Attendance: 531 people
Event ID: Hcgi4Q98YSztvmB5z4

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 212 across all properties

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