

# Nganya Award Festival

DATE: Saturday, November 29, 2025  
LOCATION: Nairobi, Nairobi County, KE

## Event Description

Nganya Award Festival is a premier festivals 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:** festivals

**Importance Rank:** 41/100

**Expected Attendance:** 375 people

**Event ID:** Df8VJ8T2KcY6ZUG2KB

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 150 across all properties

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