

NO TURNING BACK & KABASH WITH GODFREY GAD, GAISE BABA & SOUNDS OF SALEM

DATE: Friday, August 22, 2025
LOCATION: Tudun Wada, Kaduna, NG

Event Description

NO TURNING BACK & KABASH WITH GODFREY GAD, GAISE BABA & SOUNDS OF SALEM is a premier concerts event in Tudun Wada. 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: concerts

Importance Rank: 43/100

Expected Attendance: 431 people

Event ID: BDGuPdAQyALb9wN8aQ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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