

Phoenix Discover Africa: Travel to Africa in the Digital Age

DATE: Saturday, August 16, 2025
LOCATION: Phoenix, Arizona, US

Event Description

Phoenix Discover Africa: Travel to Africa in the Digital Age is a premier conferences event in Phoenix. 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: 28/100

Expected Attendance: 76 people

Event ID: D3PE4wLRK4mV4CRJSb

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 30 across all properties

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