

Psalm Bee, Fola, Shoday, and Bella Shmurda

DATE: Sunday, October 19, 2025
LOCATION: Lagos, NG

Event Description

Psalm Bee, Fola, Shoday, and Bella Shmurda is a premier concerts event in Lagos. 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: 47/100

Expected Attendance: 687 people

Event ID: FsuL4hSH9tV4DBJ3Ck

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 275 across all properties

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