

SEED Business School Festival 2025 - Kigali

DATE: Sunday, October 26, 2025
LOCATION: Kigali, Kigali City, RW

Event Description

SEED Business School Festival 2025 - Kigali is a premier festivals event in Kigali. 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: 39/100

Expected Attendance: 291 people

Event ID: GLyqTEUfggRW6ToMu2

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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