

SEED Business School Festival - Study in the US & Canada - Nairobi

DATE: Thursday, August 21, 2025
LOCATION: Nairobi, Nairobi County, KE

Event Description

SEED Business School Festival - Study in the US & Canada - Nairobi 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: 34/100

Expected Attendance: 160 people

Event ID: HkzrxRZHM2r6qqWi8B

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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