

Soft Power Days 2025 - Pointe Noire

DATE: Saturday, September 13, 2025
LOCATION: Pointe-Noire, Pointe Noire, CG

Event Description

Soft Power Days 2025 - Pointe Noire is a premier conferences event in Pointe-Noire. 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: 37/100

Expected Attendance: 212 people

Event ID: 3L3XFJEUfetq9pzYf8

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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

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