

Sona Jobarteh Legacy, Raising The Next Generation Of Change Makers

DATE: Friday, November 21, 2025
LOCATION: Serrekunda, Kanifing, GM

Event Description

Sona Jobarteh Legacy, Raising The Next Generation Of Change Makers is a premier concerts event in Serrekunda. 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: 38/100

Expected Attendance: 242 people

Event ID: 7gHMi7n6uCNk3Gj6Sh

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 97 across all properties

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