

# Super-Scaler Masterclass: Scaling at Pace & Leading Through Uncertainty

DATE: Friday, October 31, 2025  
LOCATION: Nairobi, Nairobi County, KE

## Event Description

Super-Scaler Masterclass: Scaling at Pace & Leading Through Uncertainty is a premier conferences 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:** conferences

**Importance Rank:** 39/100

**Expected Attendance:** 271 people

**Event ID:** 7Y5GZffStGxXupTw3C

## 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:** 108 across all properties

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