

The 21st International Entrepreneurship Forum (IEF)

DATE: Thursday, September 18, 2025
LOCATION: Cape Town, Western Cape, ZA

Event Description

The 21st International Entrepreneurship Forum (IEF) is a premier conferences event in Cape Town. 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: 43/100

Expected Attendance: 467 people

Event ID: Hk8WM8MLJsxjUALkpa

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 187 across all properties

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