

The Annual Seminar Edition 2 (Physical Option)

DATE: Monday, November 17, 2025
LOCATION: Mombasa, Mombasa County, KE

Event Description

The Annual Seminar Edition 2 (Physical Option) is a premier conferences event in Mombasa. 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: 44/100

Expected Attendance: 500 people

Event ID: 7PDnCrjaLU8Eo6jLYk

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: 200 across all properties

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