

The Big Walk (Cancer No Be King) – World Cancer Day Awareness

DATE: Wednesday, February 4, 2026
LOCATION: Abuja, Federal Capital Territory, NG

Event Description

The Big Walk (Cancer No Be King) – World Cancer Day Awareness is a premier community event in Abuja. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: E6HTFdCNyLLSuTVQqW

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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