

THE BREAK FREE CONFERENCE 2025 - LIVE IN GHANA

DATE: Saturday, September 13, 2025
LOCATION: Kumasi, Ashanti Region, GH

Event Description

THE BREAK FREE CONFERENCE 2025 - LIVE IN GHANA is a premier conferences event in Kumasi. 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: 50/100
Expected Attendance: 10,000 people
Event ID: CbVJuVW9Vfcr6ASNUB

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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