

THE FUTURE IS WOVEN RUNWAY AND POP UP EXHIBITION

DATE: Saturday, September 13, 2025
LOCATION: Abuja, Federal Capital Territory, NG

Event Description

THE FUTURE IS WOVEN RUNWAY AND POP UP EXHIBITION is a premier expos 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: expos
Importance Rank: 63/100
Expected Attendance: 4,553 people
Event ID: 7TSamzQDip6EE7fJya

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,821 across all properties

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