

THE GATHERING (DEVOTION EDITION)

DATE: Saturday, November 29, 2025

LOCATION: Lagos, Lagos, NG

Event Description

THE GATHERING (DEVOTION EDITION) is a premier concerts event in Lagos. 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: concerts

Importance Rank: 36/100

Expected Attendance: 211 people

Event ID: B6M8pK9hEGiG3CniBQ

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 84 across all properties

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