

The Startup Summit Edition: From Startup to Scale-Up

DATE: Saturday, November 8, 2025
LOCATION: Nyeri, Nyeri County, KE

Event Description

The Startup Summit Edition: From Startup to Scale-Up is a premier conferences event in Nyeri. 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: 30/100

Expected Attendance: 100 people

Event ID: EwJcYXxFp2XeYYvSC6

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.