

The Study Now Xperience - Accra

DATE: Saturday, October 18, 2025
LOCATION: Accra, Greater Accra Region, GH

Event Description

The Study Now Xperience - Accra is a premier expos event in Accra. 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: 4,505 people

Event ID: F2Z78PAzGgt9HzbFFw

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: 1,802 across all properties

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