

UMOJA FEST 2025

DATE: Friday, December 26, 2025

LOCATION: Kigali, Kigali City, RW

Event Description

UMOJA FEST 2025 is a premier festivals event in Kigali. 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: festivals

Importance Rank: 37/100

Expected Attendance: 214 people

Event ID: 57U8UFpzt5vdKiSi2L

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: 86 across all properties

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