

World Usability Day Africa 2025: The Prompt is You!

DATE: Saturday, November 15, 2025
LOCATION: Lagos, Lagos, NG

Event Description

World Usability Day Africa 2025: The Prompt is You! is a premier conferences 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: conferences

Importance Rank: 44/100

Expected Attendance: 497 people

Event ID: 4DP6MSBT5FEEGWyyfX

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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