

You Are Worthy - Single Launch

DATE: Sunday, September 21, 2025
LOCATION: Kwashieman, Greater Accra Region, GH

Event Description

You Are Worthy - Single Launch is a premier concerts event in Kwashieman. 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: 29/100

Expected Attendance: 94 people

Event ID: CaBnpVA9e26ARE6HTp

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 38 across all properties

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