

2025 Geelong Gem, Crystal & Jewellery Show

DATE: Friday, October 31, 2025
LOCATION: Geelong West, Victoria, AU

Event Description

2025 Geelong Gem, Crystal & Jewellery Show is a premier expos event in Geelong West. 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: 54/100

Expected Attendance: 1,602 people

Event ID: 6rCmhUuwoepYpg2i5H

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 641 across all properties

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