

# AI for Small Business: Getting Started Without the Hype (Encore Session)

DATE: Monday, August 25, 2025  
LOCATION: Geelong West, Victoria, AU

## Event Description

AI for Small Business: Getting Started Without the Hype (Encore Session) is a premier conferences 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 400 people

**Event ID:** ECvxFuqAkw9U82XyNf

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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