

# CHEMIST WAREHOUSE 2025 BRAND SHOWCASE I AN IMMERSIVE CW HOTEL EXPERIENCE

DATE: Friday, August 29, 2025  
LOCATION: Melbourne, AU

## Event Description

CHEMIST WAREHOUSE 2025 BRAND SHOWCASE I AN IMMERSIVE CW HOTEL EXPERIENCE is a premier expos event in Melbourne. 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:** 66/100

**Expected Attendance:** 6,090 people

**Event ID:** 7y3i3JSZwXbhD9RKCK

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,436 across all properties

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