

# Collide Exhibition Opening

DATE: Wednesday, September 3, 2025

LOCATION: Swan Hill, Victoria, AU

## Event Description

Collide Exhibition Opening is a premier expos event in Swan Hill. 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:** 49/100

**Expected Attendance:** 943 people

**Event ID:** 6PZiVZ7x5zauTsEJ6T

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 377 across all properties

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