

Hybrid Event: Coldwire, Chloe Gong

DATE: Wednesday, November 5, 2025
LOCATION: Washington, District of Columbia, US

Event Description

Hybrid Event: Coldwire, Chloe Gong is a premier conferences event in Washington. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 3482A2sGB7YdS83sVs

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/hybrid-event-coldwire-chloe-gong>

Document generated on 6/4/2026, 3:06:28 AM