

# Merchant Square Antiques - Storewide Sale

DATE: Thursday, October 23, 2025

LOCATION: Chandler, Arizona, US

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## Event Description

Merchant Square Antiques - Storewide Sale is a premier expos event in Chandler. 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:** 6,561 people

**Event ID:** BhH5fmwUqhcBHqBpNj

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,624 across all properties

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

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