

# Startup CPG Discotopia at Newtopia Now 2025

DATE: Thursday, August 21, 2025  
LOCATION: Denver, Colorado, US

## Event Description

Startup CPG Discotopia at Newtopia Now 2025 is a premier expos event in Denver. 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:** 43/100

**Expected Attendance:** 454 people

**Event ID:** CGx82RoFC4LH667gWG

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 182 across all properties

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