

# Storybook Swag Warehouse Sale

DATE: Friday, October 3, 2025  
LOCATION: Vermont, Victoria, AU

---

## Event Description

Storybook Swag Warehouse Sale is a premier expos event in Vermont. 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:** 54/100

**Expected Attendance:** 1,531 people

**Event ID:** 6x2J4Q2F4vn85JWyPo

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 612 across all properties

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

---