

# \$1 Oyster Night at Long Road Distillers!

DATE: Tuesday, November 4, 2025  
LOCATION: Grand Rapids, Michigan, US

---

## Event Description

\$1 Oyster Night at Long Road Distillers! is a premier community event in Grand Rapids. 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:** community

**Importance Rank:** 25/100

**Expected Attendance:** 54 people

**Event ID:** 32CmQ9BbVSQSbBrzTQ

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 22 across all properties

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