

2025 Dirt to Glass: Elevating Michigan Wine from the Ground Up

DATE: Thursday, August 21, 2025
LOCATION: Traverse City, Michigan, US

Event Description

2025 Dirt to Glass: Elevating Michigan Wine from the Ground Up is a premier conferences event in Traverse City. 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: 7Njk8RbZcSFoS5BBvk

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.

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