

20th Anniversary: Grand Rapids Arts Council's Sunset Jazz & Arts Festival

DATE: Sunday, August 17, 2025
LOCATION: Grand Rapids, Ohio, US

Event Description

20th Anniversary: Grand Rapids Arts Council's Sunset Jazz & Arts Festival is a premier festivals 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: festivals

Importance Rank: 46/100

Expected Attendance: 634 people

Event ID: HojEtV8S3g6oGxG7CC

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 254 across all properties

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