

36th ANNUAL Corvette Crossroads Auto Show!

DATE: Saturday, August 23, 2025
LOCATION: Mackinaw City, Michigan, US

Event Description

36th ANNUAL Corvette Crossroads Auto Show! is a premier expos event in Mackinaw 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: expos

Importance Rank: 39/100

Expected Attendance: 274 people

Event ID: EM4dJXQDBuxKTeT9Pg

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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