

Alestorm in Grand Rapids

DATE: Thursday, September 18, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

Alestorm in Grand Rapids is a premier concerts 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: concerts

Importance Rank: 50/100

Expected Attendance: 952 people

Event ID: 7aaS8bJrR4zxFwBK8q

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 381 across all properties

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