

Back to School Bash at the Kentwood Farmers Market

DATE: Thursday, August 14, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

Back to School Bash at the Kentwood Farmers Market 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: 39/100

Expected Attendance: 283 people

Event ID: 63MFGeSgadX9VxEoH

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: 113 across all properties

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