

Bon Appétit! LIVE Cooking Demos

DATE: Thursday, August 21, 2025
LOCATION: Muskegon, Michigan, US

Event Description

Bon Appétit! LIVE Cooking Demos is a premier expos event in Muskegon. 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: 44/100

Expected Attendance: 523 people

Event ID: CrnicT9hdkn4uNjua6

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 209 across all properties

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