

Book Release & Signing: Sharing in the Groove by Mike Ayers

DATE: Monday, August 18, 2025
LOCATION: Denver, Colorado, US

Event Description

Book Release & Signing: Sharing in the Groove by Mike Ayers is a premier festivals event in Denver. 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: 38/100

Expected Attendance: 258 people

Event ID: GNysvGajRqU9ySG6y2

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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