

Bowloween Party

DATE: Saturday, October 4, 2025
LOCATION: Mount Pleasant, Michigan, US

Event Description

Bowloween Party is a premier community event in Mount Pleasant. 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: community
Importance Rank: 40/100
Expected Attendance: 300 people
Event ID: 35u4ZgbbthTvuxy82s

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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