

Cassie's Customs at Pleasantrees

DATE: Saturday, August 23, 2025
LOCATION: Mount Clemens, Michigan, US

Event Description

Cassie's Customs at Pleasantrees is a premier expos event in Mount Clemens. 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: 60/100

Expected Attendance: 3,262 people

Event ID: 7o7S3y3HyaeV3QLGDG

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,305 across all properties

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