

Central Thumb Knights of Columbus 5K Run & Walk

DATE: Saturday, August 16, 2025
LOCATION: Cass City, Michigan, US

Event Description

Central Thumb Knights of Columbus 5K Run & Walk is a premier sports event in Cass City. 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: sports
Importance Rank: 31/100
Expected Attendance: 112 people
Event ID: 8AvC67YttmUTPiDvY9

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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