

Enjoy Motor City presents: The Blackest Friday Ever! Holiday Marketplace

DATE: Friday, November 28, 2025
LOCATION: Southfield, Michigan, US

Event Description

Enjoy Motor City presents: The Blackest Friday Ever! Holiday Marketplace is a premier expos event in Southfield. 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: 46/100

Expected Attendance: 650 people

Event ID: CsTUap7DhzTMgHUtBE

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 260 across all properties

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