

Evergreen Women's Retreat

DATE: Friday, September 26, 2025
LOCATION: Norton Shores, Michigan, US

Event Description

Evergreen Women's Retreat is a premier conferences event in Norton Shores. 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: conferences

Importance Rank: 44/100

Expected Attendance: 514 people

Event ID: 6NPXcCoy2rbnq6GU7m

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 206 across all properties

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