

First Look at The Osgood - A Bridal Showcase

DATE: Sunday, November 16, 2025
LOCATION: Bay City, Michigan, US

Event Description

First Look at The Osgood - A Bridal Showcase is a premier expos event in Bay 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: expos

Importance Rank: 42/100

Expected Attendance: 400 people

Event ID: AsYCRbqstp4F34GXmt

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 160 across all properties

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