

Folk Music Festival -Midland Aug 21 to 24 at Midland Fairgrounds

DATE: Thursday, August 21, 2025
LOCATION: Midland, Michigan, US

Event Description

Folk Music Festival -Midland Aug 21 to 24 at Midland Fairgrounds is a premier festivals event in Midland. 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: festivals

Importance Rank: 55/100

Expected Attendance: 1,782 people

Event ID: 7AWkPMPjZHs3zjv6H

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 713 across all properties

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