

FOUNDERS BREWING CO. THREE-NIGHT STAND: IMPROV NIGHT

DATE: Thursday, September 18, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

FOUNDERS BREWING CO. THREE-NIGHT STAND: IMPROV NIGHT is a premier festivals event in Grand Rapids. 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: 30/100

Expected Attendance: 100 people

Event ID: AJV4taFriVA6u7vjLD

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: 40 across all properties

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