

Fulton Street Farmers Market - Main Season September

DATE: Wednesday, September 3, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

Fulton Street Farmers Market - Main Season September 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: 54/100

Expected Attendance: 1,659 people

Event ID: CYQyqbR8ytGQrLZ9H2

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 664 across all properties

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