

Half Magic x Ulta Beauty in Allen Park, MI

DATE: Saturday, August 16, 2025
LOCATION: Allen Park, Michigan, US

Event Description

Half Magic x Ulta Beauty in Allen Park, MI is a premier expos event in Allen Park. 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: 52/100

Expected Attendance: 1,233 people

Event ID: 6cE8XaZnuoEaQ7BW5e

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 493 across all properties

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