

# heARTburn: Radical Renaissance

DATE: Thursday, August 28, 2025  
LOCATION: Bloomington, Michigan, US

---

## Event Description

heARTburn: Radical Renaissance is a premier festivals event in Bloomington. 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:** 50/100

**Expected Attendance:** 951 people

**Event ID:** D6pUtNyN8trEU7NrQY

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 380 across all properties

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

---