

# Hell's Half Mile Film Series: A Photographic Memory (documentary)

DATE: Thursday, December 18, 2025  
LOCATION: Bay City, Michigan, US

## Event Description

Hell's Half Mile Film Series: A Photographic Memory (documentary) is a premier festivals event in Bay City. 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:** 43/100

**Expected Attendance:** 447 people

**Event ID:** 5kqyvK7WtEtVJRZQY

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 179 across all properties

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