

Imlay City Farmers' Market - August

DATE: Thursday, August 7, 2025
LOCATION: Imlay City, Michigan, US

Event Description

Imlay City Farmers' Market - August is a premier festivals event in Imlay 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: 58/100

Expected Attendance: 2,500 people

Event ID: 6Hj9zGx6xpvkRS48x

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,000 across all properties

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

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