

Introduction Lights, Camera, Clients: How Story-Driven Media Can Elevate Your Brand

DATE: Tuesday, November 4, 2025
LOCATION: Grand Haven, Michigan, US

Event Description

Introduction Lights, Camera, Clients: How Story-Driven Media Can Elevate Your Brand is a premier expos event in Grand Haven. 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: 54/100

Expected Attendance: 1,532 people

Event ID: EUwBHRNeoSWx7XaM3P

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: 613 across all properties

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