

# Jack Cross Memorial Classic Car Show

DATE: Friday, August 15, 2025  
LOCATION: Alma, Michigan, US

---

## Event Description

Jack Cross Memorial Classic Car Show is a premier expos event in Alma. 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:** 47/100

**Expected Attendance:** 731 people

**Event ID:** 97cturb3znivQEbrHh

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 292 across all properties

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

---