

# John Michael Montgomery

DATE: Wednesday, August 20, 2025

LOCATION: Petoskey, Michigan, US

## Event Description

John Michael Montgomery is a premier concerts event in Petoskey. 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:** concerts

**Importance Rank:** 50/100

**Expected Attendance:** 1,003 people

**Event ID:** 9KMbizfXZDcqkJ68tW

## 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:** 401 across all properties

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