

Live Music Lunch w/ Jim Fleming & Paul Pullen

DATE: Thursday, August 14, 2025
LOCATION: Iron River, Michigan, US

Event Description

Live Music Lunch w/ Jim Fleming & Paul Pullen is a premier performing-arts event in Iron River. 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: performing-arts
Importance Rank: 33/100
Expected Attendance: 148 people
Event ID: HkVb5r3ZWjLzAupLvN

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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