

Market Off Broad - August

DATE: Saturday, August 2, 2025
LOCATION: Chesaning, Michigan, US

Event Description

Market Off Broad - August is a premier festivals event in Chesaning. 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: 54/100

Expected Attendance: 1,529 people

Event ID: xVEGW54uhJWhY9A2LY

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: 612 across all properties

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