

Marquette's HarborFest 2025 - Featuring tribute bands to the 90s and The Cars

DATE: Thursday, August 21, 2025
LOCATION: Marquette, Michigan, US

Event Description

Marquette's HarborFest 2025 - Featuring tribute bands to the 90s and The Cars is a premier festivals event in Marquette. 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: 1,589 people

Event ID: DgSbbErtNafCpE6pnT

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: 636 across all properties

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