

# MORE Sign, Say & Play

DATE: Wednesday, August 13, 2025

LOCATION: Fraser, Michigan, US

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## Event Description

MORE Sign, Say & Play is a premier community event in Fraser. 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:** community

**Importance Rank:** 35/100

**Expected Attendance:** 183 people

**Event ID:** HD4G4Bw3io7WBCMG9a

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 73 across all properties

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

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<https://becircadian.com/events/more-sign-say-play>

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