

MSTCVS Annual Summer Meeting

DATE: Thursday, August 14, 2025
LOCATION: Traverse City, Michigan, US

Event Description

MSTCVS Annual Summer Meeting is a premier conferences event in Traverse City. 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: conferences

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: Fx77NzzsH6j9guH8cJ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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