

Murder Mystery Train Ride

DATE: Saturday, August 16, 2025
LOCATION: Owosso, Michigan, US

Event Description

Murder Mystery Train Ride is a premier festivals event in Owosso. 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: 48/100

Expected Attendance: 783 people

Event ID: FyCLDiW9KfM9Tf9L4j

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 313 across all properties

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