

Nashville Recording Artist: Dylan Raymond at St. Julian Winery

DATE: Sunday, August 17, 2025
LOCATION: Union Pier, Michigan, US

Event Description

Nashville Recording Artist: Dylan Raymond at St. Julian Winery is a premier festivals event in Union Pier. 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: 41/100

Expected Attendance: 346 people

Event ID: Hm65A6jv8qPXQPXApL

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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