

NATAS/Baekeland Conference

DATE: Monday, August 11, 2025
LOCATION: Dearborn, Michigan, US

Event Description

NATAS/Baekeland Conference is a premier conferences event in Dearborn. 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: 38/100

Expected Attendance: 259 people

Event ID: GP6R62emVhy2V6Su7f

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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