

# National Rarities Estate & Gold Buying Event at J. Thomas Jewelers

DATE: Tuesday, August 12, 2025  
LOCATION: Rochester Hills, Michigan, US

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## Event Description

National Rarities Estate & Gold Buying Event at J. Thomas Jewelers is a premier community event in Rochester Hills. 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:** 36/100

**Expected Attendance:** 200 people

**Event ID:** DnxAsHqwGgd2V97eTs

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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

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