

# National S'mores Day in Kalamazoo!

DATE: Friday, August 15, 2025  
LOCATION: Kalamazoo, Michigan, US

## Event Description

National S'mores Day in Kalamazoo! is a premier sports event in Kalamazoo. 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:** sports

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** FYTSJLjQ5XWz2Vszwp

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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