

# Phright Night 2, Ryan Celsius, Rowles Royce, Enokalypse

DATE: Saturday, October 18, 2025  
LOCATION: Ann Arbor, Michigan, US

## Event Description

Phright Night 2, Ryan Celsius, Rowles Royce, Enokalypse is a premier community event in Ann Arbor. 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:** 42/100

**Expected Attendance:** 400 people

**Event ID:** 34dQYWdEo636a3qtcA

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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