

Rascal Flatts

DATE: Saturday, August 30, 2025
LOCATION: Mount Pleasant, Michigan, US

Event Description

Rascal Flatts is a premier concerts event in Mount Pleasant. 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: concerts

Importance Rank: 60/100

Expected Attendance: 3,094 people

Event ID: EwvuXKVXWbT295fDwf

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,238 across all properties

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