

Recovery Paws: Brighton MI 8/16

DATE: Saturday, August 16, 2025
LOCATION: Brighton, Michigan, US

Event Description

Recovery Paws: Brighton MI 8/16 is a premier expos event in Brighton. 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: expos

Importance Rank: 51/100

Expected Attendance: 1,152 people

Event ID: B3wF9CGF5DR9eifRcG

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 461 across all properties

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