

# Shakespeare on the Rocks: A Midsummer Night's Dream

DATE: Thursday, August 14, 2025  
LOCATION: Grosse Pointe Farms, Michigan, US

## Event Description

Shakespeare on the Rocks: A Midsummer Night's Dream is a premier performing-arts event in Grosse Pointe Farms. 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:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 146 people

**Event ID:** CjNLDkbSKr7K2A7qn3

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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