

Slower Horses Country Music Festival

DATE: Thursday, August 28, 2025
LOCATION: Au Gres, Michigan, US

Event Description

Slower Horses Country Music Festival is a premier festivals event in Au Gres. 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,243 people

Event ID: EwwFB2QUy4sxKZahch

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 497 across all properties

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