

Small Business Saturday 2025 @InRugCo

DATE: Saturday, November 29, 2025
LOCATION: Mishawaka, Indiana, US

Event Description

Small Business Saturday 2025 @InRugCo is a premier conferences event in Mishawaka. 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: conferences

Importance Rank: 41/100

Expected Attendance: 345 people

Event ID: FhVMNcKzVBW36g2Mkk

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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

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Document generated on 6/4/2026, 11:42:08 AM