

Sound & Color for My Mind: Lauren McHale Solo Exhibition Opening

DATE: Sunday, August 17, 2025
LOCATION: Ann Arbor, Michigan, US

Event Description

Sound & Color for My Mind: Lauren McHale Solo Exhibition Opening is a premier expos event in Ann Arbor. 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: 41/100

Expected Attendance: 343 people

Event ID: GVKbr2XXeYTCeGg25D

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: 137 across all properties

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

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