

SPECIAL EVENT // Abbie Thomas + 2 Crazy Hearts in Concert at Free Run Cellars

DATE: Thursday, August 14, 2025
LOCATION: Berrien Springs, Michigan, US

Event Description

SPECIAL EVENT // Abbie Thomas + 2 Crazy Hearts in Concert at Free Run Cellars is a premier concerts event in Berrien Springs. 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: concerts

Importance Rank: 33/100

Expected Attendance: 140 people

Event ID: BXCqmjB9PnMHpYEdfA

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: 56 across all properties

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