

# Spooktacular Sale at The Camera Shop Muskegon

DATE: Thursday, October 16, 2025  
LOCATION: Muskegon, Michigan, US

---

## Event Description

Spooktacular Sale at The Camera Shop Muskegon is a premier expos event in Muskegon. 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:** 61/100

**Expected Attendance:** 3,747 people

**Event ID:** B6Xvjd4DhiHyvt5sZx

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,499 across all properties

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

---