

Sumner Daze Festival Classic Car, Pickup & Motorcycle Show

DATE: Sunday, August 17, 2025
LOCATION: Sumner, Michigan, US

Event Description

Sumner Daze Festival Classic Car, Pickup & Motorcycle Show is a premier festivals event in Sumner. 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: 36/100

Expected Attendance: 191 people

Event ID: 45GJf5wBUVbEbmWieo

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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