

The Insane Theatre (tribute to The Doors) at Vander Mill

DATE: Saturday, September 20, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

The Insane Theatre (tribute to The Doors) at Vander Mill is a premier performing-arts event in Grand Rapids. 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: performing-arts

Importance Rank: 35/100

Expected Attendance: 187 people

Event ID: B2uV26ghayaVRTpdnu

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 75 across all properties

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