

The Mackinac Island Shakespeare Festival

DATE: Friday, August 15, 2025
LOCATION: Mackinac Island, Michigan, US

Event Description

The Mackinac Island Shakespeare Festival is a premier performing-arts event in Mackinac Island. 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: 185 people
Event ID: 66oBEhSqzf6ruRe8dD

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: 74 across all properties

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

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