

The Starting Line with Real Friends and Macseal

DATE: Wednesday, August 27, 2025
LOCATION: Detroit, Michigan, US

Event Description

The Starting Line with Real Friends and Macseal is a premier concerts event in Detroit. 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: 50/100

Expected Attendance: 1,053 people

Event ID: 8siykuw8t3aN3asLKw

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 421 across all properties

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