

Veterans Ride to Red, White, and Blues Festival at Bel Lago—Charity Ride for Reining Liberty Ranch

DATE: Saturday, August 16, 2025
LOCATION: Suttons Bay, Michigan, US

Event Description

Veterans Ride to Red, White, and Blues Festival at Bel Lago—Charity Ride for Reining Liberty Ranch is a premier festivals event in Suttons Bay. 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: 42/100

Expected Attendance: 420 people

Event ID: CW9WxAyH7QYs9mt5rg

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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