

Wednesdays in the Park | Downtown Bay City's Free Summer Concert Series

DATE: Wednesday, August 13, 2025
LOCATION: Bay City, Michigan, US

Event Description

Wednesdays in the Park | Downtown Bay City's Free Summer Concert Series is a premier community event in Bay City. 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: community

Importance Rank: 31/100

Expected Attendance: 112 people

Event ID: 6s9Xwet8FyDXWF5mAA

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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