

# YOUR LIFE YOUR LEGACY SEMINAR at RUSSO'S GUN LAKE

DATE: Wednesday, August 20, 2025  
LOCATION: Wayland, Michigan, US

---

## Event Description

YOUR LIFE YOUR LEGACY SEMINAR at RUSSO'S GUN LAKE is a premier conferences event in Wayland. 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 66 people

**Event ID:** Cr9qptfrTFx2diRQ2b

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/your-life-your-legacy-seminar-at-russos-gun-lake>

Document generated on 6/4/2026, 2:04:27 PM