

# ? Local Business Night at The Alpine Wine Bar ?

DATE: Thursday, August 21, 2025  
LOCATION: New Glarus, Wisconsin, US

---

## Event Description

? Local Business Night at The Alpine Wine Bar ? is a premier community event in New Glarus. 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:** 20/100

**Expected Attendance:** 30 people

**Event ID:** 9XxBoxNZEQoQALSDvS

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x 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:** 12 across all properties

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

---