

2nd Annual- Old Fashioned Festival

DATE: Saturday, November 22, 2025

LOCATION: Beloit, Wisconsin, US

Event Description

2nd Annual- Old Fashioned Festival is a premier festivals event in Beloit. 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: 41/100

Expected Attendance: 347 people

Event ID: HwSykRksieLCsAMubW

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 139 across all properties

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