

92.3 WIL Presents - Whiskey Friends: The Morgan Wallen Experience

DATE: Saturday, September 27, 2025
LOCATION: Sauget, Illinois, US

Event Description

92.3 WIL Presents - Whiskey Friends: The Morgan Wallen Experience is a premier concerts event in Sauget. 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: concerts

Importance Rank: 54/100

Expected Attendance: 1,600 people

Event ID: Czb8eiL6iy9TrEMpD3

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 640 across all properties

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