

Artist Pop-Up @ Keg Grove Brewing Company

DATE: Saturday, August 16, 2025
LOCATION: Morris, Illinois, US

Event Description

Artist Pop-Up @ Keg Grove Brewing Company is a premier festivals event in Morris. 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: 39/100

Expected Attendance: 290 people

Event ID: 4iVr9gJxAV59Etj5R7

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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