

AUDITIONS - "The Game's Afoot, or Holmes for the Holidays"

DATE: Thursday, August 14, 2025
LOCATION: Manitowoc, Wisconsin, US

Event Description

AUDITIONS - "The Game's Afoot, or Holmes for the Holidays" is a premier performing-arts event in Manitowoc. 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: performing-arts
Importance Rank: 36/100
Expected Attendance: 199 people
Event ID: 8VPHktKF3nuBH6qY5x

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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