

B2B Trio at Mt. Vernon Tap

DATE: Sunday, November 30, 2025
LOCATION: Mount Horeb, Wisconsin, US

Event Description

B2B Trio at Mt. Vernon Tap is a premier performing-arts event in Mount Horeb. 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: 35/100

Expected Attendance: 174 people

Event ID: 9GC6t9L9FUUUGiLfZo

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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