

Back40 Band (David and Heather with Guest Randy Kiel) at Sugar River Sr. Ctr Anniversary Celebration

DATE: Tuesday, August 19, 2025
LOCATION: Belleville, Wisconsin, US

Event Description

Back40 Band (David and Heather with Guest Randy Kiel) at Sugar River Sr. Ctr Anniversary Celebration is a premier festivals event in Belleville. 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: 40/100

Expected Attendance: 329 people

Event ID: 64S4AQbNkvHHv4QG9r

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/back40-band-david-and-heather-with-guest-randy-kiel-at-sugar-river-sr-ctr-anniversary-celebration>

Document generated on 6/4/2026, 12:44:30 PM