

Badger State Brewing - Flannel Fest Weekend

DATE: Saturday, October 18, 2025
LOCATION: Green Bay, Wisconsin, US

Event Description

Badger State Brewing - Flannel Fest Weekend is a premier festivals event in Green Bay. 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: 54/100

Expected Attendance: 1,612 people

Event ID: DRytrLf27fkgwyqYqd

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: 645 across all properties

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