

Badger Steam and Gas Engine Club Show

DATE: Friday, August 15, 2025
LOCATION: Baraboo, Wisconsin, US

Event Description

Badger Steam and Gas Engine Club Show is a premier festivals event in Baraboo. 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: 53/100

Expected Attendance: 1,334 people

Event ID: GEDpgt9K4f3xKLiwgJ

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 534 across all properties

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