

# Between Howls- Back At Brix (Mason City IA)

DATE: Saturday, August 16, 2025  
LOCATION: Mason City, Iowa, US

## Event Description

Between Howls- Back At Brix (Mason City IA) is a premier festivals event in Mason City. 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:** 43/100

**Expected Attendance:** 429 people

**Event ID:** 6gjcBtPTyaV8rtov8P

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 172 across all properties

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