

Bruce Humphries Outdoor Concert at OCCC

DATE: Wednesday, August 13, 2025
LOCATION: Oak Creek, Wisconsin, US

Event Description

Bruce Humphries Outdoor Concert at OCCC is a premier concerts event in Oak Creek. 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: concerts

Importance Rank: 34/100

Expected Attendance: 161 people

Event ID: GhH398LXCsvA4yHD3Y

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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