Cock and Bull Fest. Our 40th Anniversary!

DATE: Saturday, August 16, 2025
LOCATION: Green Bay, Wisconsin, US

Event Description

Cock and Bull Fest. Our 40th Anniversary! 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: 52/100
Expected Attendance: 1,247 people
Event ID: 9N6pbbxxbofgRbc43w

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 499 across all properties

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