

Concert on the Square - Pacific Coast Highway

DATE: Wednesday, August 13, 2025
LOCATION: Wausau, Wisconsin, US

Event Description

Concert on the Square - Pacific Coast Highway is a premier concerts event in Wausau. 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: 42/100

Expected Attendance: 402 people

Event ID: B5FrUP4rUcxXaUX8kf

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 161 across all properties

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