

Cousins Car Show - "Hemis on the Hill!"

DATE: Saturday, August 23, 2025
LOCATION: West Salem, Wisconsin, US

Event Description

Cousins Car Show - "Hemis on the Hill!" is a premier expos event in West Salem. 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: expos

Importance Rank: 46/100

Expected Attendance: 615 people

Event ID: 74JWQG4MhLC6EfaZZZ

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 246 across all properties

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

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