

Downtown Friday Night live - The Charlie Bucket band

DATE: Friday, August 15, 2025
LOCATION: Two Rivers, Wisconsin, US

Event Description

Downtown Friday Night live - The Charlie Bucket band is a premier performing-arts event in Two Rivers. 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: performing-arts
Importance Rank: 40/100
Expected Attendance: 312 people
Event ID: GKrxp4AJY8WQyZV3g

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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