

Downtown Lake Geneva's Lemonade Crawl & Picnic in the Park

DATE: Wednesday, August 20, 2025
LOCATION: Lake Geneva, Wisconsin, US

Event Description

Downtown Lake Geneva's Lemonade Crawl & Picnic in the Park is a premier festivals event in Lake Geneva. 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: 44/100

Expected Attendance: 474 people

Event ID: C4rtr8JkDRKn8h4mcH

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 190 across all properties

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