

Downtown Thursday Nights 2025 with Cherry Pie

DATE: Thursday, August 14, 2025
LOCATION: Tomah, Wisconsin, US

Event Description

Downtown Thursday Nights 2025 with Cherry Pie is a premier concerts event in Tomah. 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: 30/100

Expected Attendance: 103 people

Event ID: VQHdB8Gy4F7xgbmiX4

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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