

Downtown West Bend Farmers Market - August

DATE: Saturday, August 2, 2025
LOCATION: West Bend, Wisconsin, US

Event Description

Downtown West Bend Farmers Market - August is a premier festivals event in West Bend. 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: 58/100
Expected Attendance: 2,500 people
Event ID: XEjKJ4xT2sBJgR4PL2

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,000 across all properties

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