

DROHO at The District

DATE: Monday, August 25, 2025
LOCATION: Wisconsin Dells, Wisconsin, US

Event Description

DROHO at The District is a premier festivals event in Wisconsin Dells. 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: 42/100

Expected Attendance: 416 people

Event ID: FqupXNDNQM9xuKuKRF

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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