

# Fo Art Festival - Live Music and Comedy Fundraising Event

DATE: Saturday, August 16, 2025  
LOCATION: Brookfield, Wisconsin, US

---

## Event Description

Fo Art Festival - Live Music and Comedy Fundraising Event is a premier festivals event in Brookfield. 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:** 51/100  
**Expected Attendance:** 1,173 people  
**Event ID:** 8N3Xbqgo6QyRy43jXE

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 469 across all properties

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

---