

Free Movie Night featuring a Classic “The Goonies”

DATE: Friday, August 15, 2025
LOCATION: Green Bay, Wisconsin, US

Event Description

Free Movie Night featuring a Classic “The Goonies” is a premier performing-arts event in Green Bay. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 7CHA5VXZbgNCYfiA5B

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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