

FREE Music in the Park - Featuring North Cape Express - Presented by Union Grove Lions Club

DATE: Thursday, August 14, 2025
LOCATION: Union Grove, Wisconsin, US

Event Description

FREE Music in the Park - Featuring North Cape Express - Presented by Union Grove Lions Club is a premier concerts event in Union Grove. 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: 35/100

Expected Attendance: 169 people

Event ID: BpHFnbELM6dF589m4j

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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