

Harold and the Purple Crayon (2024 PG)

DATE: Friday, August 15, 2025
LOCATION: West Bend, Wisconsin, US

Event Description

Harold and the Purple Crayon (2024 PG) 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: 37/100

Expected Attendance: 235 people

Event ID: 9UXLJo3SCN287eH6DY

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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