

Harry Whitehorse International Wood Sculpture Festival Community Day

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

Event Description

Harry Whitehorse International Wood Sculpture Festival Community Day is a premier festivals event in Monona. 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: 1,146 people

Event ID: BZ2zq6UWQpurEora33

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: 458 across all properties

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