

Holiday Showcase 2025 | Prairie Lanes

DATE: Wednesday, August 20, 2025
LOCATION: Sun Prairie, Wisconsin, US

Event Description

Holiday Showcase 2025 | Prairie Lanes is a premier expos event in Sun Prairie. 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: expos

Importance Rank: 37/100

Expected Attendance: 221 people

Event ID: 5tPfkcbHSw4TrYYXdP

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: 88 across all properties

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