

Joey's Song Presents The Freezing Man Festival

DATE: Friday, January 9, 2026
LOCATION: Madison, Wisconsin, US

Event Description

Joey's Song Presents The Freezing Man Festival is a premier festivals event in Madison. 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: 58/100

Expected Attendance: 2,500 people

Event ID: 3bAaAjSPd9ZBALnpEL

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,000 across all properties

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