

KALEO with Stephen Day

DATE: Saturday, September 27, 2025

LOCATION: Madison, Wisconsin, US

Event Description

KALEO with Stephen Day is a premier concert 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: concerts

Importance Rank: 56/100

Expected Attendance: 1,889 people

Event ID: GkyLVUFcVnaeNMmn3h

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 756 across all properties

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