

# KT Johnson @ Concerts in Esser Square, Cross Plains WI

DATE: Friday, August 15, 2025  
LOCATION: Cross Plains, Wisconsin, US

---

## Event Description

KT Johnson @ Concerts in Esser Square, Cross Plains WI is a premier concerts event in Cross Plains. 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:** 35/100  
**Expected Attendance:** 179 people  
**Event ID:** BuYqi9XB8ZtvxpA73X

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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

---