Live Music: Caleb and Cooper

DATE: Friday, August 15, 2025
LOCATION: New Ulm, Minnesota, US

Event Description

Live Music: Caleb and Cooper is a premier performing-arts event in New Ulm. 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 368 people
Event ID: F26F24xX7bvdXFfqUN

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 147 across all properties

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