

Michael Charles at 2 Brothers Bar & Grill

DATE: Sunday, August 24, 2025

LOCATION: Lake Geneva, US

Event Description

Michael Charles at 2 Brothers Bar & Grill is a premier concerts event in Lake Geneva. 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: 49/100

Expected Attendance: 925 people

Event ID: 9JHPX8KDVfKvWr7nXE

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 370 across all properties

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