

# Milwaukee Record Presents: 'Weird: The Al Yankovic Story' (2022)

DATE: Wednesday, August 20, 2025  
LOCATION: Milwaukee, Wisconsin, US

## Event Description

Milwaukee Record Presents: 'Weird: The Al Yankovic Story' (2022) is a premier festivals event in Milwaukee. 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:** 42/100

**Expected Attendance:** 387 people

**Event ID:** HvjxYN2zsPPi4VHNrS

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 155 across all properties

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