

Monkey's Uncle Rocks George's Pub in Twin Lakes

DATE: Saturday, August 16, 2025
LOCATION: Twin Lakes, Wisconsin, US

Event Description

Monkey's Uncle Rocks George's Pub in Twin Lakes is a premier festivals event in Twin Lakes. 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: 47/100

Expected Attendance: 738 people

Event ID: DAbJTceNxAFNM4rRVE

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 295 across all properties

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