

Outdoor Arts Festival with Dane Arts and The Farley Center

DATE: Saturday, September 13, 2025
LOCATION: Verona, Wisconsin, US

Event Description

Outdoor Arts Festival with Dane Arts and The Farley Center is a premier expos event in Verona. 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: expos

Importance Rank: 48/100

Expected Attendance: 791 people

Event ID: FvmSp6aDKe5wP4LQKw

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 316 across all properties

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