

PLEIN AIR COMPETITION

DATE: Saturday, August 16, 2025
LOCATION: Menomonee Falls, Wisconsin, US

Event Description

PLEIN AIR COMPETITION is a premier expos event in Menomonee Falls. 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: 57/100

Expected Attendance: 2,152 people

Event ID: 3bVrjRWSrL8tFL4QSi

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 861 across all properties

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