

Racine Geological Society's Rock Swap and Sale

DATE: Saturday, August 23, 2025
LOCATION: Caledonia, Wisconsin, US

Event Description

Racine Geological Society's Rock Swap and Sale is a premier expos event in Caledonia. 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: 56/100

Expected Attendance: 1,982 people

Event ID: 6ViP4qoH3ELfQ52eFR

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: 793 across all properties

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