

Rock2Stop22 Music Festival 2025

DATE: Friday, August 15, 2025
LOCATION: Brodhead, Wisconsin, US

Event Description

Rock2Stop22 Music Festival 2025 is a premier festivals event in Brodhead. 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: 52/100

Expected Attendance: 1,314 people

Event ID: 6jRCeqQLDX9HMEXEbq

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 526 across all properties

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