

# Rock'n on the River

DATE: Wednesday, August 13, 2025

LOCATION: Altoona, Wisconsin, US

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## Event Description

Rock'n on the River is a premier concerts event in Altoona. 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:** concerts

**Importance Rank:** 35/100

**Expected Attendance:** 176 people

**Event ID:** 8oFqC4aSoCyYwMJmEo

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 70 across all properties

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

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Document generated on 6/4/2026, 1:27:30 AM