

# Scouting Free Climbing Days!

DATE: Saturday, August 16, 2025  
LOCATION: Madison, Wisconsin, US

---

## Event Description

Scouting Free Climbing Days! is a premier festivals event in Madison. 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:** 40/100

**Expected Attendance:** 330 people

**Event ID:** DBa2ybQYmC7mUvcdy3

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/scouting-free-climbing-days>

Document generated on 6/3/2026, 10:42:25 PM