

Simple Plan at Henry Maier Festival Park - BMO Harris Pavilion

DATE: Thursday, August 21, 2025
LOCATION: Milwaukee, Wisconsin, US

Event Description

Simple Plan at Henry Maier Festival Park - BMO Harris Pavilion is a premier festivals event in Milwaukee. 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: 38/100

Expected Attendance: 244 people

Event ID: L36g3RPvpTaZKz9mDV

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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