

# Spooky Paint and Sip Event

DATE: Saturday, October 11, 2025

LOCATION: Owen, Wisconsin, US

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## Event Description

Spooky Paint and Sip Event is a premier community event in Owen. 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:** community

**Importance Rank:** 42/100

**Expected Attendance:** 392 people

**Event ID:** dnaXzL8wVJsVgSBaJY

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 157 across all properties

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