

# The Jimmys | Big Bull Falls Blues Fest | Wausau, WI

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

## Event Description

The Jimmys | Big Bull Falls Blues Fest | Wausau, WI is a premier festivals event in Wausau. 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:** 45/100

**Expected Attendance:** 586 people

**Event ID:** 9qsVQ8eHBBPKVki7iQ

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 234 across all properties

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