

The Shawano County Historical Society At The Fair

DATE: Wednesday, August 27, 2025
LOCATION: Shawano, Wisconsin, US

Event Description

The Shawano County Historical Society At The Fair is a premier expos event in Shawano. 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: expos

Importance Rank: 54/100

Expected Attendance: 1,617 people

Event ID: EEtDcDuZq93RskmNxg

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 647 across all properties

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