

Thursday Nights at MAM (Pay-What-You-Wish Admission)

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

Event Description

Thursday Nights at MAM (Pay-What-You-Wish Admission) is a premier expos 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: expos
Importance Rank: 47/100
Expected Attendance: 699 people
Event ID: F6g49st4SdXkGBXtPn

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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