

# Thursdayz @ Franklin - Ozzmosis

DATE: Thursday, August 14, 2025  
LOCATION: Shawano, Wisconsin, US

---

## Event Description

Thursdayz @ Franklin - Ozzmosis is a premier concerts 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:** concerts

**Importance Rank:** 32/100

**Expected Attendance:** 127 people

**Event ID:** 6ki9hCicJ3254dKbt2

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 51 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/thursdayz-franklin-ozzmosis>

Document generated on 6/4/2026, 3:55:51 AM