

Wet Possum @ The Sardine Can (BLOCK PARTY)

DATE: Wednesday, August 13, 2025
LOCATION: Green Bay, Wisconsin, US

Event Description

Wet Possum @ The Sardine Can (BLOCK PARTY) is a premier community event in Green Bay. 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: 35/100

Expected Attendance: 169 people

Event ID: 7NCY7G7d59F4grQxnH

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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