

Wisconsin Pinto Horse Show Heartland Jubilee

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

Event Description

Wisconsin Pinto Horse Show Heartland Jubilee is a premier expos event in Oshkosh. 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: 60/100

Expected Attendance: 3,088 people

Event ID: 7KUvdy6w8qVKx8c6HG

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,235 across all properties

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