

A Salute to Veterans: An Evening with an American Hero, Johnny "Joey" Jones

DATE: Thursday, August 14, 2025
LOCATION: Myrtle Beach, South Carolina, US

Event Description

A Salute to Veterans: An Evening with an American Hero, Johnny "Joey" Jones is a premier conferences event in Myrtle Beach. 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: conferences

Importance Rank: 43/100

Expected Attendance: 441 people

Event ID: GgdsmVPvdvZRUGMGwM

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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