

Beachfront Live ft. Anthony Stells

DATE: Friday, August 15, 2025
LOCATION: Myrtle Beach, South Carolina, US

Event Description

Beachfront Live ft. Anthony Stells is a premier concerts 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: concerts

Importance Rank: 37/100

Expected Attendance: 230 people

Event ID: Aqr3M9WiimVphme6aR

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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

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