

Boots on The Ground

DATE: Friday, August 15, 2025
LOCATION: Florence, South Carolina, US

Event Description

Boots on The Ground is a premier concerts event in Florence. 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: 63/100

Expected Attendance: 4,515 people

Event ID: BoLoAnjhxfrn9s6tJY

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,806 across all properties

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