

Brains & Brews Trivia

DATE: Wednesday, August 13, 2025
LOCATION: Johns Island, South Carolina, US

Event Description

Brains & Brews Trivia is a premier community event in Johns Island. 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: 40/100
Expected Attendance: 334 people
Event ID: HKzqoY2oGN6SmVoDmg

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 134 across all properties

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