

# British Car Club of Charleston's 40th Annual British Car Day

DATE: Monday, August 25, 2025  
LOCATION: Mount Pleasant, South Carolina, US

## Event Description

British Car Club of Charleston's 40th Annual British Car Day is a premier expos event in Mount Pleasant. 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:** 48/100

**Expected Attendance:** 777 people

**Event ID:** 6t2VTem59mAgdnhA32

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 311 across all properties

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