

Columbia's 38th Annual Greek Festival

DATE: Thursday, September 18, 2025
LOCATION: Columbia, South Carolina, US

Event Description

Columbia's 38th Annual Greek Festival is a premier festivals event in Columbia. 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,092 people

Event ID: 5G6d5ydyCJH2PdPicV

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 437 across all properties

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