

CRAFTPALOOZA EXPO

DATE: Friday, August 22, 2025
LOCATION: Myrtle Beach, South Carolina, US

Event Description

CRAFTPALOOZA EXPO is a premier expos 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: expos

Importance Rank: 65/100

Expected Attendance: 5,602 people

Event ID: 7L2FpddXoU9n4f5Svp

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,241 across all properties

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