

Flipside LIVE at Smileys on the Roxx

DATE: Thursday, September 25, 2025
LOCATION: Greenville, South Carolina, US

Event Description

Flipside LIVE at Smileys on the Roxx is a premier performing-arts event in Greenville. 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 221 people
Event ID: 5w7p9ThLnwUDaszW9L

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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