

GET WET Music and Arts Festival

DATE: Monday, August 18, 2025
LOCATION: Piedmont, South Carolina, US

Event Description

GET WET Music and Arts Festival is a premier festivals event in Piedmont. 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: 50/100
Expected Attendance: 1,004 people
Event ID: ev3fT4VgMNQNXynyba

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: 402 across all properties

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