

Jim Brickman at The Hall at Spartanburg Memorial Auditorium

DATE: Monday, December 15, 2025
LOCATION: Spartanburg, South Carolina, US

Event Description

Jim Brickman at The Hall at Spartanburg Memorial Auditorium is a premier concerts event in Spartanburg. 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: concerts
Importance Rank: 60/100
Expected Attendance: 3,244 people
Event ID: Dwk7EYGqryULymS7iZ

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,298 across all properties

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