

Labor Day Festival (Reggae & R&B Edition)

DATE: Saturday, August 30, 2025
LOCATION: Manning, South Carolina, US

Event Description

Labor Day Festival (Reggae & R&B Edition) is a premier festivals event in Manning. 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: 1,018 people

Event ID: Gi9AAmQ3Q2BMF7BQ5V

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: 407 across all properties

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