

Live Music at the Sea Witch Lounge!

DATE: Friday, August 15, 2025
LOCATION: Surf City, North Carolina, US

Event Description

Live Music at the Sea Witch Lounge! is a premier performing-arts event in Surf City. 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: 39/100
Expected Attendance: 272 people
Event ID: EsxsrYDBd5SvWZvtHd

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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

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