

Live Music with Tom & Robert at McCreary's Columbia!

DATE: Friday, August 15, 2025
LOCATION: Columbia, Tennessee, US

Event Description

Live Music with Tom & Robert at McCreary's Columbia! is a premier performing-arts event in Columbia. 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: 38/100
Expected Attendance: 258 people
Event ID: H5edK4SvBSX8hFTGZj

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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

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