

# Mac & Cheese Festival

DATE: Friday, October 3, 2025  
LOCATION: Myrtle Beach, South Carolina, US

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## Event Description

Mac & Cheese Festival is a premier festivals event in Myrtle Beach. 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:** 40/100

**Expected Attendance:** 307 people

**Event ID:** 6np9Yd6W5XodX6Qgcs

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 across all properties

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

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