

Morning at the Museum

DATE: Thursday, August 21, 2025
LOCATION: Bennettsville, South Carolina, US

Event Description

Morning at the Museum is a premier expos event in Bennettsville. 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: expos

Importance Rank: 44/100

Expected Attendance: 529 people

Event ID: 4rbMj85kQXf8efPwTB

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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