

Myrtle Beach Car Club Cruise-Ins & Shows

DATE: Saturday, November 22, 2025
LOCATION: Murrells Inlet, South Carolina, US

Event Description

Myrtle Beach Car Club Cruise-Ins & Shows is a premier expos event in Murrells Inlet. 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: 43/100

Expected Attendance: 424 people

Event ID: 9K57KEW4SbJwytEfiu

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: 170 across all properties

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

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