

Myrtle Beach Pelicans vs Columbia Fireflies

DATE: Thursday, August 14, 2025
LOCATION: Columbia, South Carolina, US

Event Description

Myrtle Beach Pelicans vs Columbia Fireflies is a premier sports 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: sports

Importance Rank: 65/100

Expected Attendance: 5,392 people

Event ID: HkfRo6JLSSwDC9kGH9

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,157 across all properties

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