

Nancy Olive and The Road Dog

DATE: Thursday, August 14, 2025
LOCATION: Sunset Beach, North Carolina, US

Event Description

Nancy Olive and The Road Dog is a premier concerts event in Sunset 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: concerts

Importance Rank: 33/100

Expected Attendance: 141 people

Event ID: 6EhRmZGAcSp3K2Ewrt

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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

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