

North Charleston, SC- MSI Showroom Road Trip

DATE: Thursday, August 21, 2025
LOCATION: North Charleston, South Carolina, US

Event Description

North Charleston, SC- MSI Showroom Road Trip is a premier expos event in North Charleston. 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: 50/100

Expected Attendance: 979 people

Event ID: Eh5MVjTfjDHENfpEx7

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 392 across all properties

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