

Original Motown Tribute Show

DATE: Wednesday, August 13, 2025
LOCATION: Myrtle Beach, South Carolina, US

Event Description

Original Motown Tribute Show is a premier performing-arts event in Myrtle 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 221 people
Event ID: GSERZMvyjzNgx9vnso

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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

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