

# Primal Crue - A Tribute to Motley Crue

DATE: Friday, August 15, 2025  
LOCATION: North Myrtle Beach, South Carolina, US

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## Event Description

Primal Crue - A Tribute to Motley Crue is a premier concerts event in North 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:** concerts

**Importance Rank:** 55/100

**Expected Attendance:** 1,729 people

**Event ID:** BGvP4vJ5Kpr9mp7spR

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 692 across all properties

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