

Project Jasmine Ladies FEST 2025 Car, Truck & Bike Show

DATE: Saturday, August 16, 2025
LOCATION: Columbia, South Carolina, US

Event Description

Project Jasmine Ladies FEST 2025 Car, Truck & Bike Show is a premier expos 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: expos

Importance Rank: 48/100

Expected Attendance: 778 people

Event ID: CGBgNgWTi339GCNLJr

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 311 across all properties

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