

Project Jasmine Ladies Fest Car Truck Bike Show

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

Event Description

Project Jasmine Ladies Fest Car Truck Bike Show is a premier festivals 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: festivals
Importance Rank: 55/100
Expected Attendance: 1,780 people
Event ID: 5CgBfdjUfyVkut4BUb

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: 712 across all properties

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