

Southport Summer Market - August

DATE: Wednesday, August 6, 2025
LOCATION: Boiling Spring Lakes, North Carolina, US

Event Description

Southport Summer Market - August is a premier festivals event in Boiling Spring Lakes. 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: 50/100

Expected Attendance: 1,003 people

Event ID: DFYRck7VBng39M5ebP

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: 401 across all properties

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

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Document generated on 6/4/2026, 4:05:47 AM