

Stroller Tour: Sam Gilliam and Let's Have a Talk

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

Event Description

Stroller Tour: Sam Gilliam and Let's Have a Talk 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: 50/100

Expected Attendance: 1,036 people

Event ID: 3vPHLLxgyjXBJuRy9U

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: 414 across all properties

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