

Summer Light: Art by Night

DATE: Saturday, August 23, 2025
LOCATION: Litchfield by the Sea, South Carolina, US

Event Description

Summer Light: Art by Night is a premier expos event in Litchfield by the Sea. 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: 40/100

Expected Attendance: 328 people

Event ID: GiPGTRGfc8Lzw9D4pv

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 131 across all properties

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