

# Sunday Tour - Unforgettable: The Civil Rights Photography of Cecil Williams

DATE: Sunday, January 11, 2026  
LOCATION: Florence, South Carolina, US

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## Event Description

Sunday Tour - Unforgettable: The Civil Rights Photography of Cecil Williams is a premier expos event in Florence. 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:** 34/100

**Expected Attendance:** 150 people

**Event ID:** Hp4of92Qknmbq2dY6L

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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

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