

# The Carolina Opry - Christmas Special

DATE: Wednesday, December 31, 2025  
LOCATION: Myrtle Beach, South Carolina, US

---

## Event Description

The Carolina Opry - Christmas Special is a premier concerts event in Myrtle Beach. 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:** concerts

**Importance Rank:** 54/100

**Expected Attendance:** 1,649 people

**Event ID:** 53ESbL9RznVxaJvEYn

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 660 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/the-carolina-opry-christmas-special>

Document generated on 6/4/2026, 5:53:59 AM