

The Main Street Fashion Experience

DATE: Saturday, August 23, 2025
LOCATION: Loris, South Carolina, US

Event Description

The Main Street Fashion Experience is a premier expos event in Loris. 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: 32/100

Expected Attendance: 122 people

Event ID: DSFJSBpVh8U9QgEFMj

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 49 across all properties

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