

# The North Myrtle Beach Elvis Festival

DATE: Thursday, January 29, 2026  
LOCATION: North Myrtle Beach, South Carolina, US

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## Event Description

The North Myrtle Beach Elvis Festival is a premier festivals event in North 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:** festivals

**Importance Rank:** 52/100

**Expected Attendance:** 1,223 people

**Event ID:** FAK9VX5MDQfsbBQXXo

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 489 across all properties

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