

The Showcase: R&B-Shhh {The Chocolate Affair}

DATE: Sunday, November 30, 2025
LOCATION: Columbia, South Carolina, US

Event Description

The Showcase: R&B-Shhh {The Chocolate Affair} is a premier performing-arts event in Columbia. 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: performing-arts

Importance Rank: 47/100

Expected Attendance: 709 people

Event ID: AZCmv9rWzxsCeSozch

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 284 across all properties

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