

Tom Papa at Spartanburg Memorial Auditorium

DATE: Saturday, January 31, 2026
LOCATION: Spartanburg, South Carolina, US

Event Description

Tom Papa at Spartanburg Memorial Auditorium is a premier performing-arts event in Spartanburg. 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: 56/100
Expected Attendance: 2,091 people
Event ID: 3TrhgCfvPU62TUQs2m

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 836 across all properties

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