

UGBA Annual Convention

DATE: Saturday, August 16, 2025
LOCATION: Myrtle Beach, South Carolina, US

Event Description

UGBA Annual Convention is a premier conferences 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: conferences

Importance Rank: 37/100

Expected Attendance: 237 people

Event ID: 6a9Qa4kYTozog2m5sv

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 95 across all properties

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