

# Alice Peacock and Jessica Willis Fisher

DATE: Sunday, September 28, 2025  
LOCATION: Richmond, Virginia, US

## Event Description

Alice Peacock and Jessica Willis Fisher is a premier concerts event in Richmond. 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:** concerts

**Importance Rank:** 20/100

**Expected Attendance:** 33 people

**Event ID:** G4Y7FkeRY9bTM9Av8n

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x 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:** 13 across all properties

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