

# Country Fest at London Farm

DATE: Saturday, September 20, 2025  
LOCATION: Richmond, British Columbia, CA

---

## Event Description

Country Fest at London Farm is a premier festivals 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:** festivals

**Importance Rank:** 41/100

**Expected Attendance:** 341 people

**Event ID:** 5m9egQpXBvMG7vkzKX

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 136 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/country-fest-at-london-farm>

Document generated on 6/4/2026, 8:01:50 AM