

# Damian Allen LIVE @ IT West

DATE: Thursday, August 14, 2025

LOCATION: Henrico, Virginia, US

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## Event Description

Damian Allen LIVE @ IT West is a premier performing-arts event in Henrico. 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:** 39/100

**Expected Attendance:** 294 people

**Event ID:** 6BhhdSgRned3K6rjhb

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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