

# English-Language Exhibition Tour | "Frida: Beyond the Myth"

DATE: Sunday, August 17, 2025  
LOCATION: Richmond, Virginia, US

## Event Description

English-Language Exhibition Tour | "Frida: Beyond the Myth" is a premier expos 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:** expos

**Importance Rank:** 41/100

**Expected Attendance:** 373 people

**Event ID:** 8yLVDoW2KQU7h4byJj

## 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:** 149 across all properties

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