

GIANT Richmond Social Ride for Intermediate Cyclists August 13th, 2025

DATE: Wednesday, August 13, 2025
LOCATION: Richmond, British Columbia, CA

Event Description

GIANT Richmond Social Ride for Intermediate Cyclists August 13th, 2025 is a premier community 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: community
Importance Rank: 26/100
Expected Attendance: 60 people
Event ID: 4odSfDPKggvva4SFkY

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 24 across all properties

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