

ICA First Fridays: Lily Cox-Richard Artist Talk

DATE: Sunday, October 5, 2025
LOCATION: Richmond, Virginia, US

Event Description

ICA First Fridays: Lily Cox-Richard Artist Talk 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: 42/100

Expected Attendance: 418 people

Event ID: 4wkiqmPpLyHBQcHjen

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 167 across all properties

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