

Improv 101: Intro to Improv (Wednesdays 7:00 PM - 9:00 PM)

DATE: Wednesday, August 13, 2025
LOCATION: Richmond, Virginia, US

Event Description

Improv 101: Intro to Improv (Wednesdays 7:00 PM - 9:00 PM) is a premier performing-arts 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: performing-arts
Importance Rank: 33/100
Expected Attendance: 137 people
Event ID: 7LsLT8Wb7pUY2g9R4D

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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