

# Improvanormal Activity

DATE: Friday, October 17, 2025  
LOCATION: Richmond, British Columbia, CA

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## Event Description

Improvanormal Activity 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:** 31/100  
**Expected Attendance:** 108 people  
**Event ID:** 85D9ZkJW3Z6N4YPRv

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 43 across all properties

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

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