

# Keys to Cashflow: An Exclusive Happy Hour Event to Boost Property Value

DATE: Thursday, August 14, 2025  
LOCATION: Richmond, Virginia, US

## Event Description

Keys to Cashflow: An Exclusive Happy Hour Event to Boost Property Value is a premier conferences 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 61 people

**Event ID:** HAZESeiGMvxMRJ88S3

## 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.*