

Market Days with The Cultural Arts Center @ Glen Allen: RVA Makers Market

DATE: Saturday, August 16, 2025
LOCATION: Glen Allen, Virginia, US

Event Description

Market Days with The Cultural Arts Center @ Glen Allen: RVA Makers Market is a premier expos event in Glen Allen. 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: 421 people

Event ID: FnAEQDhxgsKb3S9e6T

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: 168 across all properties

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