

# Mutlu

DATE: Wednesday, November 19, 2025  
LOCATION: Richmond, Virginia, US

---

## Event Description

Mutlu is a premier concerts 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:** concerts

**Importance Rank:** 13/100

**Expected Attendance:** 14 people

**Event ID:** 72VRfRaNYR3X8w6FvH

## Hotel Demand Indicators

**ADR Impact Index:** 2.6x 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:** 6 across all properties

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

---