

Panera Bread Fundraising Night to benefit CSz Richmond Theater!

DATE: Thursday, August 14, 2025
LOCATION: Glen Allen, Virginia, US

Event Description

Panera Bread Fundraising Night to benefit CSz Richmond Theater! is a premier performing-arts 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: performing-arts
Importance Rank: 38/100
Expected Attendance: 245 people
Event ID: Giaj2U5i9L7c55oF5a

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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