

# Shades of Gray Band RVA- River City Roll

## 9pm-12:30am

DATE: Friday, August 15, 2025  
LOCATION: Richmond, Virginia, US

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### Event Description

Shades of Gray Band RVA- River City Roll 9pm-12:30am 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:** 34/100

**Expected Attendance:** 166 people

**Event ID:** 4PCrxv7t3ArfR2psgq

### Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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