

South of the James Summer Market - August

DATE: Sunday, August 3, 2025
LOCATION: Richmond, Virginia, US

Event Description

South of the James Summer Market - August is a premier festivals 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: festivals

Importance Rank: 59/100

Expected Attendance: 2,760 people

Event ID: BtaDDZT6zRD2q8Re5n

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,104 across all properties

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