# Strides of Support for Alopecia Areata - Richmond

DATE: Sunday, September 28, 2025
LOCATION: Richmond, British Columbia, CA

## Event Description

Strides of Support for Alopecia Areata - Richmond is a premier community 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:** community
**Importance Rank:** 34/100
**Expected Attendance:** 158 people
**Event ID:** 8hvQMoHY7qJSAgwyaf

## 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:** 63 across all properties

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