

# VA Beach Card Show - Gerald Riggs & More!

DATE: Saturday, August 16, 2025  
LOCATION: Virginia Beach, Virginia, US

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## Event Description

VA Beach Card Show - Gerald Riggs & More! is a premier expos event in Virginia Beach. 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:** expos

**Importance Rank:** 61/100

**Expected Attendance:** 3,373 people

**Event ID:** 5Yo25hF43ZVVpnT6fD

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,349 across all properties

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

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