

ZZ Top with Payton Smith

DATE: Saturday, August 23, 2025
LOCATION: Richmond, British Columbia, CA

Event Description

ZZ Top with Payton Smith 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: 51/100

Expected Attendance: 1,086 people

Event ID: 37by6sAFNJoKqjy4wq

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 434 across all properties

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