

# A Funny Thing Happened On The Way To The Forum at Florida Theatre

DATE: Sunday, August 24, 2025  
LOCATION: Jacksonville, Florida, US

---

## Event Description

A Funny Thing Happened On The Way To The Forum at Florida Theatre is a premier performing-arts event in Jacksonville. 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:** performing-arts  
**Importance Rank:** 52/100  
**Expected Attendance:** 1,218 people  
**Event ID:** 9jAHuMQfAeGaQGUB6m

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 487 across all properties

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

---