

# COMEDY NIGHT @ Lost Shoe Brewing

DATE: Thursday, August 14, 2025  
LOCATION: Marlborough, Massachusetts, US

---

## Event Description

COMEDY NIGHT @ Lost Shoe Brewing is a premier performing-arts event in Marlborough. 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:** 24/100

**Expected Attendance:** 49 people

**Event ID:** APJpK28nfQPATZjSx

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/comedy-night-lost-shoe-brewing>

Document generated on 6/4/2026, 2:31:58 AM