

Every Brilliant Thing, a play by Duncan Macmillan

DATE: Saturday, October 18, 2025
LOCATION: Hong Kong Island, HK

Event Description

Every Brilliant Thing, a play by Duncan Macmillan is a premier performing-arts event in the region. 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: 31/100

Expected Attendance: 111 people

Event ID: GYH45ZNX8VjtoUkcBi

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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