

# PizzaExpress Live Music Performance - Mic Chow

DATE: Wednesday, November 19, 2025  
LOCATION: Kowloon, HK

---

## Event Description

PizzaExpress Live Music Performance - Mic Chow is a premier community 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:** community  
**Importance Rank:** 28/100  
**Expected Attendance:** 79 people  
**Event ID:** 5RPpv9KqbBzkCoW7MA

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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

---