Saturday Night Comedy - 21Soho

DATE: Saturday, August 23, 2025
LOCATION: London, England, GB

Event Description

Saturday Night Comedy - 21Soho is a premier performing-arts event in London. 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: 30/100
Expected Attendance: 96 people
Event ID: 77JyvuvabC2KUWoaQw

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: 38 across all properties

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