

# Stand-Up Comedy in English - Milo Edwards: Greatest Hits

DATE: Saturday, January 31, 2026  
LOCATION: Ixelles, Bruxelles, BE

## Event Description

Stand-Up Comedy in English - Milo Edwards: Greatest Hits is a premier performing-arts event in Ixelles. 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:** 107 people

**Event ID:** 9SN3XBcCB9b3FDjvX

## 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:** 43 across all properties

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