

# STAND UP COMEDY SHOW @SCHIUMA

DATE: Thursday, November 13, 2025

LOCATION: Roma, Lazio, IT

## Event Description

STAND UP COMEDY SHOW @SCHIUMA is a premier performing-arts event in Roma. 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:** 21/100

**Expected Attendance:** 37 people

**Event ID:** CRvvv2ja7SQsTkvcwD

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 15 across all properties

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