

STFD Presents Wheel of Improv

DATE: Friday, September 26, 2025

LOCATION: London, Ontario, CA

Event Description

STFD Presents Wheel of Improv 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: 31/100

Expected Attendance: 107 people

Event ID: 3xme7NkvbLQocgWEph

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.