

TBC Improv Presents: Dead Serious - A fully improvised murder mystery

DATE: Friday, October 17, 2025
LOCATION: Hong Kong Island, HK

Event Description

TBC Improv Presents: Dead Serious - A fully improvised murder mystery is a premier performing-arts 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: performing-arts
Importance Rank: 35/100
Expected Attendance: 174 people
Event ID: 9S6uEHZdLUfBjxg3Do

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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