

# Afternoon laughs (with Rose Bishop, Maddy Weeks, Han Arbutnott & Maren May)

DATE: Saturday, September 13, 2025  
LOCATION: Melbourne, Victoria, AU

## Event Description

Afternoon laughs (with Rose Bishop, Maddy Weeks, Han Arbutnott & Maren May) is a premier performing-arts event in Melbourne. 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:** 115 people  
**Event ID:** CaD9mCoBGxWtx2HTPJ

## 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:** 46 across all properties

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