

# FRIDAY IN DISGUISE: A Masquerade of English Masterpieces

DATE: Friday, October 24, 2025  
LOCATION: Adelaide, South Australia, AU

## Event Description

FRIDAY IN DISGUISE: A Masquerade of English Masterpieces is a premier concerts event in Adelaide. 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:** concerts  
**Importance Rank:** 32/100  
**Expected Attendance:** 133 people  
**Event ID:** HmnLAyyJhrJJcbUL65

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 53 across all properties

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