

# Mad Dog Malcolm Hosts the 25th Year of the Adelaide Comedy Showcase

DATE: Friday, August 29, 2025  
LOCATION: Adelaide, South Australia, AU

## Event Description

Mad Dog Malcolm Hosts the 25th Year of the Adelaide Comedy Showcase is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 42/100  
**Expected Attendance:** 394 people  
**Event ID:** 4P8ScUxfkuPC5p5bZv

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 158 across all properties

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