

Musical Showcase

DATE: Wednesday, September 24, 2025
LOCATION: Adelaide, South Australia, AU

Event Description

Musical 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: 43/100
Expected Attendance: 445 people
Event ID: AaWKTgKeEJwj4Hqwri

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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