

# Stand-up Comedy at The Black Sheep

DATE: Thursday, August 28, 2025  
LOCATION: Hawthorn, Victoria, AU

## Event Description

Stand-up Comedy at The Black Sheep is a premier performing-arts event in Hawthorn. 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:** 28/100

**Expected Attendance:** 82 people

**Event ID:** 5q4vBmReLMYwT7W7ba

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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