

SUNS OF FRED: CRACK UP (WA COMEDY WEEK)

DATE: Friday, August 22, 2025
LOCATION: Subiaco, Western Australia, AU

Event Description

SUNS OF FRED: CRACK UP (WA COMEDY WEEK) is a premier performing-arts event in Subiaco. 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: 26/100

Expected Attendance: 66 people

Event ID: 6zj7ADQ3d5TSSipKww

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 26 across all properties

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