

Andy & the Odd Socks

DATE: Thursday, January 15, 2026
LOCATION: Saint Kilda, Victoria, AU

Event Description

Andy & the Odd Socks is a premier concerts event in Saint Kilda. 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: 55/100

Expected Attendance: 1,682 people

Event ID: 7X5vu2KMCxSL5fnEdn

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 673 across all properties

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