

# AO LIVE Presents The Kid LAROI

DATE: Wednesday, January 28, 2026

LOCATION: Melbourne, Victoria, AU

---

## Event Description

AO LIVE Presents The Kid LAROI is a premier concerts event in Melbourne. 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:** 67/100

**Expected Attendance:** 6,984 people

**Event ID:** CrToxfwwBrd8bUJVax

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,794 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/ao-live-presents-the-kid-laroi>

Document generated on 6/4/2026, 4:18:36 AM