

# AYMEN and Amo

DATE: Friday, January 23, 2026

LOCATION: Wien, Wien, AT

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## Event Description

AYMEN and Amo is a premier concerts event in Wien. 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:** 57/100

**Expected Attendance:** 2,323 people

**Event ID:** CjfZTkq5628PB7chfD

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 929 across all properties

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

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<https://becircadian.com/events/aymen-and-amo>

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