

# John Cain Arena - Single Session (Night) - Australian Open 2026

DATE: Saturday, January 24, 2026  
LOCATION: Melbourne, Victoria, AU

## Event Description

John Cain Arena - Single Session (Night) - Australian Open 2026 is a premier sports 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:** sports

**Importance Rank:** 74/100

**Expected Attendance:** 15,000 people

**Event ID:** 8YBzS4yzfRhFnMw3q

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,000 across all properties

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