

Margaret Court Arena - Single Session (Day) - Australian Open 2026

DATE: Saturday, January 17, 2026
LOCATION: Melbourne, Victoria, AU

Event Description

Margaret Court Arena - Single Session (Day) - 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: Ho6FBFp5EV4yPZBYob

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.
