

A Litany Of Failures at Pharmacia: 10th October

DATE: Friday, October 10, 2025
LOCATION: Limerick, County Limerick, IE

Event Description

A Litany Of Failures at Pharmacia: 10th October is a premier performing-arts event in Limerick. 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: performing-arts
Importance Rank: 45/100
Expected Attendance: 593 people
Event ID: A2E9qfyenhZPEvRtdi

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 237 across all properties

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