

An Evening with Mary Coughlan

DATE: Saturday, October 11, 2025
LOCATION: Marsh Road, County Louth, IE

Event Description

An Evening with Mary Coughlan is a premier performing-arts event in Marsh Road. 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: 37/100

Expected Attendance: 220 people

Event ID: AA2rfKLwnWDjmFVh7u

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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