

# Are You Dancing? Showbands, Popular Music and Memory in Modern Ireland

DATE: Tuesday, October 14, 2025  
LOCATION: Dundalk, County Louth, IE

## Event Description

Are You Dancing? Showbands, Popular Music and Memory in Modern Ireland is a premier conferences event in Dundalk. 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:** conferences

**Importance Rank:** 25/100

**Expected Attendance:** 58 people

**Event ID:** BHTZee2Gd4XeSV3w3r

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 23 across all properties

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