

# Balla Colour Fun Run, Walk, Dance or Bounce your way around.

DATE: Sunday, August 17, 2025  
LOCATION: Balla, County Mayo, IE

---

## Event Description

Balla Colour Fun Run, Walk, Dance or Bounce your way around. is a premier festivals event in Balla. 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:** festivals

**Importance Rank:** 35/100

**Expected Attendance:** 177 people

**Event ID:** 3VpmnL69b7mU3mZHXi

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 71 across all properties

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

---