

BettySoo In Concert

DATE: Monday, October 20, 2025
LOCATION: Arklow, County Wicklow, IE

Event Description

BettySoo In Concert is a premier concerts event in Arklow. 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: concerts

Importance Rank: 38/100

Expected Attendance: 255 people

Event ID: 6KgdcLWuDz8aS2uFhR

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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