

# Biffy Clyro, SOFT PLAY, and The Armed

DATE: Saturday, January 10, 2026  
LOCATION: Dublin 1, County Dublin, IE

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## Event Description

Biffy Clyro, SOFT PLAY, and The Armed is a premier concerts event in Dublin 1. 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:** 66/100

**Expected Attendance:** 6,180 people

**Event ID:** HekrNiTtGcQqRPGv7f

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,472 across all properties

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