

# Borderline Project —Shiro Masuyama

DATE: Thursday, September 25, 2025

LOCATION: Dublin, County Dublin, IE

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## Event Description

Borderline Project —Shiro Masuyama is a premier performing-arts event in Dublin. 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:** 42/100

**Expected Attendance:** 405 people

**Event ID:** 3vZhtM8umJuTPCVpue

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 162 across all properties

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