

Drogheda Brass Band - Summer Sunday Courtyard Performance

DATE: Sunday, August 24, 2025
LOCATION: Drogheda, County Louth, IE

Event Description

Drogheda Brass Band - Summer Sunday Courtyard Performance is a premier performing-arts event in Drogheda. 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: 37/100

Expected Attendance: 232 people

Event ID: 9i5PqX5Uo3E3c2LibC

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 93 across all properties

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