HELL FIRE & HALLOWEEN

DATE: Friday, October 31, 2025
LOCATION: Rathfriland, Northern Ireland, GB

Event Description

HELL FIRE & HALLOWEEN is a premier festivals event in Rathfriland. 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: 37/100
Expected Attendance: 236 people
Event ID: 3Jsi7PqJ2fSDwn9GM9

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: 94 across all properties

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