

Lush! Presents NYE - featuring KIMMIC, support from Escape DJs & Jack Bear

DATE: Wednesday, December 31, 2025
LOCATION: Portrush, Northern Ireland, GB

Event Description

Lush! Presents NYE - featuring KIMMIC, support from Escape DJs & Jack Bear is a premier concerts event in Portrush. 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: 32/100

Expected Attendance: 126 people

Event ID: GwCFbgwKsMTEryPwwG

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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