

MAD HONEY + Rowan Murphy + Apropos - Fri 22 Aug - Toales, Dundalk

DATE: Friday, August 22, 2025
LOCATION: Dundalk, County Louth, IE

Event Description

MAD HONEY + Rowan Murphy + Apropos - Fri 22 Aug - Toales, Dundalk is a premier concerts event in Dundalk. 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: 33/100

Expected Attendance: 146 people

Event ID: 8xVw2su6Zg6qEg5SX2

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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