

Madama Butterfly

DATE: Tuesday, November 4, 2025
LOCATION: Dublin, County Dublin, IE

Event Description

Madama Butterfly 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: 53/100
Expected Attendance: 1,354 people
Event ID: A9ZrMq9VraiQ6CSJ4Z

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 542 across all properties

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