

Madonna: The Tribute

DATE: Friday, August 29, 2025
LOCATION: Dunmurry, Northern Ireland, GB

Event Description

Madonna: The Tribute is a premier performing-arts event in Dunmurry. 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: 38/100
Expected Attendance: 247 people
Event ID: CqysX4W2CtGmBagzSi

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 99 across all properties

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