

MALLOWEEN 2025 - THE FAMOUS HALLOWEEN SPOOKTACULAR 18+

DATE: Saturday, October 25, 2025
LOCATION: Newmarket, County Cork, IE

Event Description

MALLOWEEN 2025 - THE FAMOUS HALLOWEEN SPOOKTACULAR 18+ is a premier festivals event in Newmarket. 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: 40/100

Expected Attendance: 331 people

Event ID: EVjuGDJETAjpYwszQb

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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