

# McVeigh | Black Box

DATE: Sunday, August 24, 2025  
LOCATION: Belfast, Northern Ireland, GB

---

## Event Description

McVeigh | Black Box is a premier conferences event in Belfast. 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:** conferences  
**Importance Rank:** 38/100  
**Expected Attendance:** 240 people  
**Event ID:** 4f5EVwz8ZVoQSWawUJ

## 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:** 96 across all properties

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

---