

# NATHAN CARTER IN CONCERT

DATE: Wednesday, February 11, 2026  
LOCATION: John Crossan Business Park, County Donegal, IE

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## Event Description

NATHAN CARTER IN CONCERT is a premier concerts event in John Crossan Business Park. 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:** 37/100

**Expected Attendance:** 236 people

**Event ID:** 6J4jhXJyX3xMTjtPL6

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 94 across all properties

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