

One for the Road

DATE: Saturday, September 20, 2025
LOCATION: Donegal, County Donegal, IE

Event Description

One for the Road is a premier performing-arts event in Donegal. 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: 32/100
Expected Attendance: 125 people
Event ID: 4yrUzrLNzjVaYK2P4A

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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