

Picture This at TF Royal Theatre

DATE: Thursday, December 18, 2025
LOCATION: Castlebar, County Mayo, IE

Event Description

Picture This at TF Royal Theatre is a premier concerts event in Castlebar. 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: 56/100

Expected Attendance: 2,004 people

Event ID: 5DxVKwePoTWNqWdty

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 802 across all properties

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

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