

# Picture This - Home for Christmas

DATE: Friday, December 19, 2025  
LOCATION: Castlebar, County Mayo, IE

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## Event Description

Picture This - Home for Christmas 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:** 2,038 people

**Event ID:** 7ae8GFu4BkfCX3djTb

## 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:** 815 across all properties

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

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