

# Robbie Williams: The Tribute

DATE: Friday, October 31, 2025  
LOCATION: Dunmurry, Northern Ireland, GB

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## Event Description

Robbie Williams: The Tribute is a premier performing-arts event in Dunmurry. 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:** 40/100  
**Expected Attendance:** 313 people  
**Event ID:** 9nUs6qSCaLhNep8UpS

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 125 across all properties

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

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