

# S.A.D. - a night of instrumental guitar

DATE: Wednesday, October 15, 2025  
LOCATION: Waterford, County Waterford, IE

---

## Event Description

S.A.D. - a night of instrumental guitar is a premier performing-arts event in Waterford. 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:** 38/100

**Expected Attendance:** 251 people

**Event ID:** GLPpB6tpT63EwQ8G6M

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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