

# SambaWave Open Drumming Day on Culture Night

DATE: Friday, September 19, 2025  
LOCATION: Galway, County Galway, IE

## Event Description

SambaWave Open Drumming Day on Culture Night is a premier festivals event in Galway. 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:** festivals

**Importance Rank:** 28/100

**Expected Attendance:** 82 people

**Event ID:** HB9HZVpvkPt77ns82P

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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