

# Santa & The Ponies

DATE: Saturday, December 20, 2025

LOCATION: Bray, County Dublin, IE

## Event Description

Santa & The Ponies is a premier concerts event in Bray. 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:** 39/100

**Expected Attendance:** 273 people

**Event ID:** J9NuaCWq2tMqH5bogc

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 109 across all properties

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

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<https://becircadian.com/events/santa-the-ponies>

Document generated on 6/4/2026, 3:03:32 AM