

Shadowplay – The Definitive Joy Division Tribute at The Brickyard, Carlisle

DATE: Saturday, October 25, 2025
LOCATION: Carlisle, England, GB

Event Description

Shadowplay – The Definitive Joy Division Tribute at The Brickyard, Carlisle is a premier community event in Carlisle. 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: community

Importance Rank: 40/100

Expected Attendance: 320 people

Event ID: HkAxnBfQphKYTFoGux

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: 128 across all properties

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