

The Guns N' Roses Experience

DATE: Saturday, September 13, 2025
LOCATION: Belfast, Northern Ireland, GB

Event Description

The Guns N' Roses Experience is a premier concerts event in Belfast. 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: 44/100

Expected Attendance: 475 people

Event ID: APezCr57siHrej3PA

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 190 across all properties

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

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