

The Máirtín O'Connor Trio - MUTM 2025

DATE: Sunday, September 21, 2025
LOCATION: Hollywood, County Wicklow, IE

Event Description

The Máirtín O'Connor Trio - MUTM 2025 is a premier performing-arts event in Hollywood. 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: 30/100

Expected Attendance: 102 people

Event ID: 72epPKtck2Z6RmERbg

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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