

# The Pig Gig Presents: The Muddlers Club

DATE: Saturday, August 30, 2025  
LOCATION: Cullyhanna, Northern Ireland, GB

## Event Description

The Pig Gig Presents: The Muddlers Club is a premier concerts event in Cullyhanna. 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:** 29/100

**Expected Attendance:** 94 people

**Event ID:** 6qpb7HNTynxBnUFUfc

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 38 across all properties

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