

# The Secrets of Primrose Square

DATE: Thursday, September 11, 2025

LOCATION: Dublin, County Dublin, IE

## Event Description

The Secrets of Primrose Square is a premier performing-arts event in Dublin. 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:** 41/100

**Expected Attendance:** 348 people

**Event ID:** F9JqwYRez26vkDFrsx

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 139 across all properties

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