

# This is The Moment - David Cunningham

DATE: Friday, October 17, 2025  
LOCATION: Castlebar, County Mayo, IE

## Event Description

This is The Moment - David Cunningham is a premier performing-arts event in Castlebar. 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:** 32/100  
**Expected Attendance:** 123 people  
**Event ID:** Hp5DbWJ8pCsAdKt7Sj

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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