

Brian Boru and the Saints and Scholars

DATE: Saturday, August 23, 2025
LOCATION: Galway, County Galway, IE

Event Description

Brian Boru and the Saints and Scholars is a premier conferences event in Galway. 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: conferences

Importance Rank: 42/100

Expected Attendance: 393 people

Event ID: 323Td5BmjiNwxgy6ry

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 157 across all properties

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