

Clarín College presents Shrek The Musical

DATE: Thursday, November 27, 2025
LOCATION: Athenry, County Galway, IE

Event Description

Clarín College presents Shrek The Musical is a premier performing-arts event in Athenry. 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: 40/100

Expected Attendance: 318 people

Event ID: D8K3gsBH9VHnQ8Z5yV

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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