

FESTIVAL OF BOTANICAL COLOURS: Art Through Irish. Ogham Trees.

DATE: Saturday, October 25, 2025
LOCATION: Waterville, County Kerry, IE

Event Description

FESTIVAL OF BOTANICAL COLOURS: Art Through Irish. Ogham Trees. is a premier festivals event in Waterville. 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: festivals

Importance Rank: 35/100

Expected Attendance: 179 people

Event ID: F7ma8x9BvFXVVpowSt

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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