

# Fomhair Festival presents The Big Hoolie, The Marquee Letterkenny

DATE: Saturday, October 25, 2025  
LOCATION: Letterkenny, County Donegal, IE

## Event Description

Fomhair Festival presents The Big Hoolie, The Marquee Letterkenny is a premier festivals event in Letterkenny. 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:** 36/100

**Expected Attendance:** 202 people

**Event ID:** FqjJdzfuYHhaMS3XQE

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 81 across all properties

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