

Foster & Allen 50 Years Of Hits Tour @ Shamrock Lodge Hotel, Athlone

DATE: Saturday, January 17, 2026
LOCATION: Athlone, County Westmeath, IE

Event Description

Foster & Allen 50 Years Of Hits Tour @ Shamrock Lodge Hotel, Athlone is a premier concerts event in Athlone. 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: concerts
Importance Rank: 42/100
Expected Attendance: 416 people
Event ID: CjiwJgFAL4SsAqyJtc

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: 166 across all properties

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