

# Ger O'Donnell - Screene's of Guilka 24th of October

DATE: Friday, October 24, 2025  
LOCATION: Guilka, County Galway, IE

## Event Description

Ger O'Donnell - Screene's of Guilka 24th of October is a premier performing-arts event in Guilka. 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:** 29/100  
**Expected Attendance:** 85 people  
**Event ID:** iFMRJKdm5wp7FUAJ9Q

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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