

Half Marathon Across Ballyhoura's Peaks - BWF2025

DATE: Saturday, October 4, 2025
LOCATION: County Limerick, IE

Event Description

Half Marathon Across Ballyhoura's Peaks - BWF2025 is a premier festivals event in the region. 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: 45/100

Expected Attendance: 592 people

Event ID: 5Ct8sWj5ppSuF4tEx9

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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