

Hanley & Jimmy Brockie "Back to the Roots"

DATE: Sunday, September 7, 2025
LOCATION: Charleville, County Cork, IE

Event Description

Hanley & Jimmy Brockie "Back to the Roots" is a premier concerts event in Charleville. 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: 31/100
Expected Attendance: 110 people
Event ID: 9q3ckNxTMtGq7qJqxs

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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