

Iri Ji Festival (New Yam Harvest Festival)

DATE: Sunday, September 14, 2025
LOCATION: Cardiff, Wales, GB

Event Description

Iri Ji Festival (New Yam Harvest Festival) is a premier festivals event in Cardiff. 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: 41/100

Expected Attendance: 369 people

Event ID: ArC7CZ6sWH7NYPt6mZ

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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