

Jenny Greene RiverFest

DATE: Saturday, August 23, 2025
LOCATION: Shannonbridge, County Offaly, IE

Event Description

Jenny Greene RiverFest is a premier festivals event in Shannonbridge. 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: 50/100

Expected Attendance: 950 people

Event ID: 5XR92vgRYHrKPuc2Eu

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 380 across all properties

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