

Jensen McRae and Essence Martins

DATE: Thursday, November 13, 2025

LOCATION: Dublin, County Dublin, IE

Event Description

Jensen McRae and Essence Martins is a premier concerts event in Dublin. 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: 45/100

Expected Attendance: 554 people

Event ID: AFB2BZysC3YeiRz6hp

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: 222 across all properties

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