

Lovely Laois Homecoming Festival - Stars of Irish Country Concert

DATE: Sunday, September 7, 2025
LOCATION: Portlaoise, County Laois, IE

Event Description

Lovely Laois Homecoming Festival - Stars of Irish Country Concert is a premier festivals event in Portlaoise. 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: 37/100

Expected Attendance: 230 people

Event ID: 58YZ34P9qhxBHPwqk

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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