

MGCE Folk Festival 2025 - OPENING CONCERT

DATE: Friday, September 12, 2025
LOCATION: Ennis, County Clare, IE

Event Description

MGCE Folk Festival 2025 - OPENING CONCERT is a premier festivals event in Ennis. 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: 29/100

Expected Attendance: 92 people

Event ID: CY3NPBgZDBDDgiFpUN

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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