

Munster Girls Festival - Thurles Golf Club

DATE: Sunday, October 12, 2025
LOCATION: Thurles, County Tipperary, IE

Event Description

Munster Girls Festival - Thurles Golf Club is a premier festivals event in Thurles. 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: 39/100

Expected Attendance: 270 people

Event ID: dAFKhKZik3gg8e5cj5

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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