

Oktoberfest at GEN!

DATE: Saturday, September 27, 2025
LOCATION: Dublin, County Dublin, IE

Event Description

Oktoberfest at GEN! is a premier festivals 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: festivals

Importance Rank: 37/100

Expected Attendance: 217 people

Event ID: BwcKA3wBhX9mDoNFEW

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: 87 across all properties

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