

# Sharon Shannon, Frances Black, and Mary Coughlan

DATE: Saturday, January 17, 2026  
LOCATION: Kilkenny, County Kilkenny, IE

---

## Event Description

Sharon Shannon, Frances Black, and Mary Coughlan is a premier concerts event in Kilkenny. 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:** 39/100

**Expected Attendance:** 288 people

**Event ID:** ErvMD5R8Ww7AFvgbdm

## 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:** 115 across all properties

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

---