

Storytelling at the Castle (Children aged 7-12)

DATE: Sunday, August 17, 2025
LOCATION: Roscrea, County Tipperary, IE

Event Description

Storytelling at the Castle (Children aged 7-12) is a premier concerts event in Roscrea. 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: 30/100

Expected Attendance: 99 people

Event ID: 8dTvDJGAkopS4EvPZw

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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