

Susan O'Neill, Sun Mahshene, Jack Burton, and 2 others

DATE: Thursday, September 18, 2025
LOCATION: Drogheda, IE

Event Description

Susan O'Neill, Sun Mahshene, Jack Burton, and 2 others is a premier festivals event in Drogheda. 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: 58/100

Expected Attendance: 2,394 people

Event ID: FyAUgix4WZLtudUcUC

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 958 across all properties

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