

# The Big Dig Event - Tintern Abbey, Co Wexford (19th August 2025)

DATE: Tuesday, August 19, 2025  
LOCATION: Saltmills, County Wexford, IE

## Event Description

The Big Dig Event - Tintern Abbey, Co Wexford (19th August 2025) is a premier festivals event in Saltmills. 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:** 41/100

**Expected Attendance:** 336 people

**Event ID:** E3LsjdWpc9UPD6SRSU

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 134 across all properties

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