

The Big Dig - Market Square, Roscommon Town

DATE: Friday, August 22, 2025
LOCATION: Roscommon, County Roscommon, IE

Event Description

The Big Dig - Market Square, Roscommon Town is a premier festivals event in Roscommon. 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: 34/100

Expected Attendance: 159 people

Event ID: 5E388EfC2bjBHd5Uya

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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