

Women's Premier Division - Shamrock Rovers vs Athlone Town

DATE: Saturday, September 6, 2025
LOCATION: Athlone, County Westmeath, IE

Event Description

Women's Premier Division - Shamrock Rovers vs Athlone Town is a premier sports event in Athlone. 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: sports

Importance Rank: 54/100

Expected Attendance: 1,672 people

Event ID: APHPR73by472P6CmVJ

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 669 across all properties

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