

Big Behaviours with Melissa Moore

DATE: Wednesday, October 22, 2025

LOCATION: Lucan, County Dublin, IE

Event Description

Big Behaviours with Melissa Moore is a premier conferences event in Lucan. 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: conferences

Importance Rank: 29/100

Expected Attendance: 89 people

Event ID: 4riEQbgcnzmCVXQYvD

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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