

Brick World LEGO Exhibition - Midleton College

DATE: Sunday, November 9, 2025
LOCATION: Midleton, County Cork, IE

Event Description

Brick World LEGO Exhibition - Midleton College is a premier expos event in Midleton. 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: expos
Importance Rank: 50/100
Expected Attendance: 1,037 people
Event ID: hHfBRz9bi4dwrcXGcK

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 415 across all properties

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