

Bricks4Kidz Lego (70% Booked Out 30% retained to Q for on the day)

DATE: Sunday, November 9, 2025
LOCATION: Galway, County Galway, IE

Event Description

Bricks4Kidz Lego (70% Booked Out 30% retained to Q for on the day) is a premier festivals event in Galway. 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: 33/100

Expected Attendance: 137 people

Event ID: 7w5Nvic6BgRv77J3VS

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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