

Connecting Communities 2025 - Mid and East Antrim

DATE: Thursday, August 28, 2025
LOCATION: Ballymena, Northern Ireland, GB

Event Description

Connecting Communities 2025 - Mid and East Antrim is a premier conferences event in Ballymena. 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: 41/100
Expected Attendance: 362 people
Event ID: GqQuGg2Wc2xv6gLV8F

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 145 across all properties

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