

Fire in built environment - Europe - Ireland

DATE: Wednesday, August 27, 2025
LOCATION: Clooneyogan, County Clare, IE

Event Description

Fire in built environment - Europe - Ireland is a premier disasters event in Clooneyogan. 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: disasters

Importance Rank: 21/100

Expected Attendance: 10,000 people

Event ID: C8itw9Wt8rev2d3aie

Hotel Demand Indicators

ADR Impact Index: 3.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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