

# Fire & Spirits: The Story of the 1875 Dublin Whiskey Fire

DATE: Thursday, September 25, 2025  
LOCATION: Dundalk, County Louth, IE

## Event Description

Fire & Spirits: The Story of the 1875 Dublin Whiskey Fire is a premier conferences event in Dundalk. 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:** 40/100

**Expected Attendance:** 313 people

**Event ID:** 9YRyC8fvHK7Q2H5kRe

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 125 across all properties

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