

# Integration & Wellbeing Festival in Drogheda

DATE: Saturday, September 27, 2025  
LOCATION: Drogheda, County Louth, IE

## Event Description

Integration & Wellbeing Festival in Drogheda is a premier festivals event in Drogheda. 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:** 36/100

**Expected Attendance:** 191 people

**Event ID:** P29yYJWxq82cCSD77d

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 76 across all properties

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