

Ireland Summer School: Transformed

DATE: Saturday, August 9, 2025
LOCATION: Millisle, Northern Ireland, GB

Event Description

Ireland Summer School: Transformed is a premier conferences event in Millisle. 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: 37/100

Expected Attendance: 223 people

Event ID: GJ3V8CjMUshTi3XWQm

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: 89 across all properties

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