

Limerick Mental Health Week Family Fun Day (Launch Event) #LMHW2025

DATE: Sunday, October 5, 2025
LOCATION: Limerick, County Limerick, IE

Event Description

Limerick Mental Health Week Family Fun Day (Launch Event) #LMHW2025 is a premier festivals event in Limerick. 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: 37/100
Expected Attendance: 233 people
Event ID: 8diR6NVQHE6r3umRWU

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: 93 across all properties

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