

Malt and Barley Live Whiskey Festival

DATE: Saturday, September 13, 2025
LOCATION: Dublin 14, County Dublin, IE

Event Description

Malt and Barley Live Whiskey Festival is a premier festivals event in Dublin 14. 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: 31/100

Expected Attendance: 116 people

Event ID: 68ti5PnKadFT4iqwsW

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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

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Document generated on 6/4/2026, 9:09:45 AM