

Mercedes-Benz Test Drive Event at Faithlegg Hotel

DATE: Saturday, October 18, 2025
LOCATION: County Waterford, IE

Event Description

Mercedes-Benz Test Drive Event at Faithlegg Hotel is a premier expos event in the region. 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: expos

Importance Rank: 64/100

Expected Attendance: 4,766 people

Event ID: GwkRH9xaZfZPDkhfvq

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,906 across all properties

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