

Module 3 : Prevention Reuse and Recycling

DATE: Wednesday, October 8, 2025
LOCATION: Mullingar, County Westmeath, IE

Event Description

Module 3 : Prevention Reuse and Recycling is a premier expos event in Mullingar. 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: 40/100

Expected Attendance: 300 people

Event ID: Eic4v32EUKiVarJkrB

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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