

# NI HEALTH & WELLBEING SHOW (Public Day)

DATE: Saturday, October 18, 2025  
LOCATION: Belfast, Northern Ireland, GB

## Event Description

NI HEALTH & WELLBEING SHOW (Public Day) is a premier expos event in Belfast. 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:** 58/100

**Expected Attendance:** 2,496 people

**Event ID:** AdTH7sep9HjKPnBvnU

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 998 across all properties

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