

Northern Ireland - Spring Half Term Holidays

DATE: Wednesday, February 11, 2026
LOCATION: GB

Event Description

Northern Ireland - Spring Half Term Holidays is a premier school-holidays 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: school-holidays

Importance Rank: 100/100

Expected Attendance: 333,859 people

Event ID: 82gZtLMV3oejvrdXJB

Hotel Demand Indicators

ADR Impact Index: 10.0x baseline (varies by property tier & location)

Occupancy Impact: +87 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 60km from venue

Estimated Room Nights: 133,544 across all properties

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