

Now That's What I Call Science

DATE: Thursday, November 13, 2025
LOCATION: Mucklagh, County Offaly, IE

Event Description

Now That's What I Call Science is a premier festivals event in Mucklagh. 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: 33/100

Expected Attendance: 140 people

Event ID: Dz6RWojCyBfwxvWG7C

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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

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