

PRISMA: HOW TO DOC – DOCUMENTARY MASTERCLASS WITH CAROL O’KEEFFE

DATE: Sunday, August 31, 2025
LOCATION: Cork, IE

Event Description

PRISMA: HOW TO DOC – DOCUMENTARY MASTERCLASS WITH CAROL O’KEEFFE is a premier conferences event in Cork. 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: conferences

Importance Rank: 26/100

Expected Attendance: 65 people

Event ID: 5WxCgtR5ChMi8qWXgX

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 26 across all properties

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