

Scent Masterclass with Max Benjamin

DATE: Saturday, August 30, 2025
LOCATION: Nurney Road, County Kildare, IE

Event Description

Scent Masterclass with Max Benjamin is a premier conferences event in Nurney Road. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 8z9P3G9XvEVEJhGzQf

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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