

# Small Town Big Stories

DATE: Saturday, September 27, 2025  
LOCATION: Monaghan, County Monaghan, IE

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## Event Description

Small Town Big Stories is a premier conferences event in Monaghan. 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:** 24/100

**Expected Attendance:** 53 people

**Event ID:** Fsk9K9P36fGEhp9N9L

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 21 across all properties

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

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