

STIR IT UP CONFERENCE

DATE: Friday, October 24, 2025
LOCATION: Ashbourne, County Meath, IE

Event Description

STIR IT UP CONFERENCE is a premier conferences event in Ashbourne. 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: 40/100

Expected Attendance: 327 people

Event ID: J27vTjK3PeokxQ6ktG

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 131 across all properties

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

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