

The Dream Team | Sweet Dreams

DATE: Sunday, October 12, 2025
LOCATION: Dublin, County Dublin, IE

Event Description

The Dream Team | Sweet Dreams is a premier expos event in Dublin. 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: expos

Importance Rank: 47/100

Expected Attendance: 686 people

Event ID: 7Xwhap93B66o29BFGY

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 274 across all properties

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

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