

The Irish and American Wake - David McGowan

DATE: Saturday, August 23, 2025
LOCATION: Sligo, County Sligo, IE

Event Description

The Irish and American Wake - David McGowan is a premier conferences event in Sligo. 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: 25/100

Expected Attendance: 58 people

Event ID: 4kEBxi4PEMeUDxyuxe

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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