

THE WICKLOW TOWN RECORD FAIR

DATE: Sunday, October 26, 2025
LOCATION: Wicklow, County Wicklow, IE

Event Description

THE WICKLOW TOWN RECORD FAIR is a premier expos event in Wicklow. 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: 41/100

Expected Attendance: 374 people

Event ID: BL847jMbP8ZhRhMH5p

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 150 across all properties

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