

To the Couch and Beyond - Congress 2025 - In person and hybrid event

DATE: Saturday, November 22, 2025
LOCATION: Dublin, County Dublin, IE

Event Description

To the Couch and Beyond - Congress 2025 - In person and hybrid event is a premier conferences 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: conferences

Importance Rank: 42/100

Expected Attendance: 393 people

Event ID: 7d4gPW5Go7FgA4jrQD

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 157 across all properties

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