

Upgrade to Your 261 ŠKODA Before Everyone Else!

DATE: Sunday, September 21, 2025
LOCATION: Enniscorthy, County Wexford, IE

Event Description

Upgrade to Your 261 ŠKODA Before Everyone Else! is a premier expos event in Enniscorthy. 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: 62/100

Expected Attendance: 4,151 people

Event ID: 5uSCM87DvR2tA3imqu

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,660 across all properties

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