

Volvo New Car Event – Exclusive 261 Offers

DATE: Monday, October 20, 2025
LOCATION: Carlow, County Carlow, IE

Event Description

Volvo New Car Event – Exclusive 261 Offers is a premier expos event in Carlow. 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: 67/100

Expected Attendance: 7,104 people

Event ID: BRybMEwuAN436SZrxD

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,842 across all properties

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

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