

Benny Elder + Kial Malone at Franks Wild Years

DATE: Saturday, August 23, 2025
LOCATION: Thirroul, New South Wales, AU

Event Description

Benny Elder + Kial Malone at Franks Wild Years is a premier festivals event in Thirroul. 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: festivals

Importance Rank: 53/100

Expected Attendance: 1,396 people

Event ID: 3U53jyieJVkCi5WytX

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 558 across all properties

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