

# From Shovel to Signal: John W. Mackay, Waterville and the Global Cable Era

DATE: Saturday, August 23, 2025  
LOCATION: Waterville, County Kerry, IE

## Event Description

From Shovel to Signal: John W. Mackay, Waterville and the Global Cable Era is a premier conferences event in Waterville. 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:** 24/100

**Expected Attendance:** 53 people

**Event ID:** HhCaiGPQqhcvGPCiZD

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 21 across all properties

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