

KILA AND MATT BENSON

DATE: Saturday, August 23, 2025
LOCATION: Newry, Northern Ireland, GB

Event Description

KILA AND MATT BENSON is a premier performing-arts event in Newry. 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: performing-arts
Importance Rank: 39/100
Expected Attendance: 280 people
Event ID: J3r9xHPchaMFTtbNfW

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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