

# The Frank And Walters

DATE: Wednesday, December 31, 2025

LOCATION: Muckross, County Kerry, IE

## Event Description

The Frank And Walters is a premier concerts event in Muckross. 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:** concerts

**Importance Rank:** 41/100

**Expected Attendance:** 361 people

**Event ID:** BdUCYp3S48T2eKWsfM

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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

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<https://becircadian.com/events/the-frank-and-walters>

Document generated on 6/3/2026, 11:05:05 PM