

# Afghan New Year Event 2026

DATE: Wednesday, December 31, 2025

LOCATION: Hamilton, Ontario, CA

## Event Description

Afghan New Year Event 2026 is a premier festivals event in Hamilton. 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:** 41/100

**Expected Attendance:** 341 people

**Event ID:** E4iBNKwicjNy9oZGJe

## 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:** 136 across all properties

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