

# Bites & Beats - Auckland! Viral Food Festival

DATE: Thursday, January 1, 2026  
LOCATION: Auckland, Auckland, NZ

## Event Description

Bites & Beats - Auckland! Viral Food Festival is a premier festivals event in Auckland. 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:** 58/100

**Expected Attendance:** 2,526 people

**Event ID:** 8T78V9joLJVWjGoLib

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,010 across all properties

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