

Bites & Beats - Hamilton! Viral Food Festival

DATE: Thursday, January 8, 2026
LOCATION: Hamilton, Waikato Region, NZ

Event Description

Bites & Beats - Hamilton! Viral Food Festival 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: 57/100

Expected Attendance: 2,366 people

Event ID: H9WHcurCbHz3LT7fF

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 946 across all properties

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