

Bites & Beats - Hastings! Viral Food Festival

DATE: Thursday, January 15, 2026
LOCATION: Waipatu, Hawke's Bay Region, NZ

Event Description

Bites & Beats - Hastings! Viral Food Festival is a premier festivals event in Waipatu. 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: 2,459 people

Event ID: G2fhTK8enS6SqgohPD

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: 984 across all properties

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