

# Bites & Beats - Hwera & Havelock Bay Viral Food Festival

DATE: Thursday, November 13, 2025  
LOCATION: Hwera, Taranaki Region, NZ

## Event Description

Bites & Beats - Hwera & Havelock Bay Viral Food Festival is a premier festivals event in Hwera. 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:** 54/100

**Expected Attendance:** 1,667 people

**Event ID:** CoGPYEpwtsu3z5upJw

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 667 across all properties

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