

# Bites & Beats - Whangarei! Viral Food Festival

DATE: Thursday, December 11, 2025  
LOCATION: Whang & V'Â æ÷ thland Region, NZ

## Event Description

Bites & Beats - Whangarei! Viral Food Festival is a premier festivals event in Whang & V'Â 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:** 56/100

**Expected Attendance:** 2,021 people

**Event ID:** 5QWfPtdh3DWMXugdP

## 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:** 808 across all properties

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