

Snoball Festival: The Barbegazi Snoball Fight presented by Krewe of Krampus

DATE: Saturday, August 16, 2025
LOCATION: New Orleans, Louisiana, US

Event Description

Snoball Festival: The Barbegazi Snoball Fight presented by Krewe of Krampus is a premier festivals event in New Orleans. 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: 43/100

Expected Attendance: 450 people

Event ID: 82GXA6JSDkDa2r4q5Q

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 180 across all properties

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