

A fire burns around fifteen hectares in Drôme

DATE: Tuesday, August 26, 2025
LOCATION: Châtillon-en-Diois, Auvergne-Rhône-Alpes, FR

Event Description

A fire burns around fifteen hectares in Drôme is a premier disasters event in Châtillon-en-Diois. 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: disasters
Importance Rank: 13/100
Expected Attendance: 10,000 people
Event ID: 4SCJeyJEpRUhaanT4cY

Hotel Demand Indicators

ADR Impact Index: 2.6x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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