

# Earthquake Magnitude 4.7 - 71 km W of Kuqa, China

DATE: Thursday, September 4, 2025  
LOCATION: Aksu Prefecture, Xinjiang, CN

## Event Description

Earthquake Magnitude 4.7 - 71 km W of Kuqa, China is a premier disasters event in Aksu Prefecture. 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:** 85/100  
**Expected Attendance:** 10,000 people  
**Event ID:** Gu3WZPR7UqfqNibxjN

## Hotel Demand Indicators

**ADR Impact Index:** 8.7x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 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.*