

Earthquake Magnitude 4.8 - 9 km SSE of La Playa, Mexico

DATE: Monday, September 1, 2025
LOCATION: San José del Cabo, Baja California Sur, MX

Event Description

Earthquake Magnitude 4.8 - 9 km SSE of La Playa, Mexico is a premier disasters event in San José del Cabo. 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: 84/100
Expected Attendance: 10,000 people
Event ID: BUbXKqmL8nrRBQEgny

Hotel Demand Indicators

ADR Impact Index: 8.6x 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.
