

# Earthquake Magnitude 4.9 - 20 km SSW of Zhaotong, China

DATE: Friday, October 10, 2025  
LOCATION: Zhaotong, Yunnan, CN

## Event Description

Earthquake Magnitude 4.9 - 20 km SSW of Zhaotong, China is a premier disasters event in Zhaotong. 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:** 86/100

**Expected Attendance:** 10,000 people

**Event ID:** 5qDD6qQfsJ2fcVhdpE

## Hotel Demand Indicators

**ADR Impact Index:** 8.8x 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.*