

Epidemic (Human) - Measles

DATE: Wednesday, October 29, 2025

LOCATION: Stockton, Kansas, US

Event Description

Epidemic (Human) - Measles is a premier health-warnings event in Stockton. 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: health-warnings

Importance Rank: 90/100

Expected Attendance: 10,000 people

Event ID: CFztkdZWAcqp8up7UX

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 180 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.