

# Fire in built environment - North America - Mexico

DATE: Friday, October 10, 2025  
LOCATION: Cancún, Quintana Roo, MX

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## Event Description

Fire in built environment - North America - Mexico is a premier disasters event in Cancún. 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:** 41/100

**Expected Attendance:** 10,000 people

**Event ID:** BvTgd4BGSPuG7taKA9

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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.*