

# Forest fires burn 7,700 hectares in Idaho and Oregon (USA)

DATE: Thursday, September 25, 2025  
LOCATION: Sun Valley, Idaho, US

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## Event Description

Forest fires burn 7,700 hectares in Idaho and Oregon (USA) is a premier disasters event in Sun Valley. 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:** 44/100

**Expected Attendance:** 10,000 people

**Event ID:** 8dng78piydSQv5N47w

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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.*