

Forest fires consume 6,650 hectares in northern Idaho and Utah (USA)

DATE: Wednesday, August 13, 2025
LOCATION: Clark Fork, Idaho, US

Event Description

Forest fires consume 6,650 hectares in northern Idaho and Utah (USA) is a premier disasters event in Clark Fork. 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: C9bBdm8qDxvsjDJH9M

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.