

# Forest fires in the state of Montana (USA)

DATE: Wednesday, August 20, 2025

LOCATION: Huson, Montana, US

## Event Description

Forest fires in the state of Montana (USA) is a premier disasters event in Huson. 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:** 29/100

**Expected Attendance:** 10,000 people

**Event ID:** Mmbruz4asCZybyagSK

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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.*