

Green earthquake alert (Magnitude 5.6M, Depth:10km) in Mexico 07/11/2025 12:04 UTC, 190 thousand in MMI IV.

DATE: Friday, November 7, 2025
LOCATION: MX

Event Description

Green earthquake alert (Magnitude 5.6M, Depth:10km) in Mexico 07/11/2025 12:04 UTC, 190 thousand in MMI IV. is a premier disasters event in the region. 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: 30/100
Expected Attendance: 10,000 people
Event ID: HrAn797CZJviW4Jatc

Hotel Demand Indicators

ADR Impact Index: 4.1x 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.