

Orange earthquake alert (Magnitude 5.5M, Depth:10km) in China 09/10/2025 05:17 UTC, 3 thousand (in MMI>=VII).

DATE: Thursday, October 9, 2025
LOCATION: Garzê Tibetan Autonomous Prefecture, Sichuan, CN

Event Description

Orange earthquake alert (Magnitude 5.5M, Depth:10km) in China 09/10/2025 05:17 UTC, 3 thousand (in MMI>=VII). is a premier disasters event in Garzê Tibetan Autonomous Prefecture. 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: 70/100
Expected Attendance: 10,000 people
Event ID: Hzwh45xctB32rK6vue

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 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.