

# Southeast India is being hit by Tropical Storm Montha

DATE: Sunday, October 26, 2025  
LOCATION: Andhra Pradesh, IN

## Event Description

Southeast India is being hit by Tropical Storm Montha is a premier severe-weather 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:** severe-weather  
**Importance Rank:** 29/100  
**Expected Attendance:** 10,000 people  
**Event ID:** EQGUHZZfBb5p78iAa3

## 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.*