

Typhoon Matmo hits southern China and northern Vietnam

DATE: Friday, October 3, 2025
LOCATION: Guangdong Province, CN

Event Description

Typhoon Matmo hits southern China and northern Vietnam 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: 44/100

Expected Attendance: 10,000 people

Event ID: BWR9UQNtzsBWnuRXpH

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.