

# Buriram United vs Chengdu Rongcheng

DATE: Tuesday, February 10, 2026  
LOCATION: Cheng Du Shi, CN

## Event Description

Buriram United vs Chengdu Rongcheng is a premier sports event in Cheng Du Shi. 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:** sports

**Importance Rank:** 81/100

**Expected Attendance:** 34,542 people

**Event ID:** DZpGHHw9xy4GEMcgPg

## Hotel Demand Indicators

**ADR Impact Index:** 8.4x baseline (varies by property tier & location)

**Occupancy Impact:** +63 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 13,817 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*