

David Wilcox at M Theatre

DATE: Friday, December 19, 2025
LOCATION: Khet Huai Khwang, Krung Thep Maha Nakhon, TH

Event Description

David Wilcox at M Theatre is a premier concerts event in Khet Huai Khwang. 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: concerts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 5D6hmCR46LYU2wPDr2

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 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.
