

Doi Inthanon - Thailand by UTMB

DATE: Saturday, November 29, 2025
LOCATION: Ban Luang, Chiang Mai, TH

Event Description

Doi Inthanon - Thailand by UTMB is a premier sports event in Ban Luang. 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: 43/100

Expected Attendance: 453 people

Event ID: 8u8Zo359sTKm6Ckne3

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 181 across all properties

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