

Joy Ride & Joy Life at Life Fest 40+

DATE: Thursday, October 16, 2025
LOCATION: Pathum Wan, Krung Thep Maha Nakhon, TH

Event Description

Joy Ride & Joy Life at Life Fest 40+ is a premier festivals event in Pathum Wan. This event attracts thousands of visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 35/100

Expected Attendance: 168 people

Event ID: 5rA7kBEwYa6sGAkp4

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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