

Live Music - Cherie

DATE: Friday, October 10, 2025
LOCATION: Watthana, Krung Thep Maha Nakhon, TH

Event Description

Live Music - Cherie is a premier community event in Watthana. 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: community
Importance Rank: 34/100
Expected Attendance: 150 people
Event ID: GzgM5N6GF8PJxTxbDU

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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