

Pai Half Marathon

DATE: Saturday, January 24, 2026
LOCATION: Tambon Mueang Pon, Chang Wat Mae Hong Son, TH

Event Description

Pai Half Marathon is a premier sports event in Tambon Mueang Pon. 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: 42/100

Expected Attendance: 416 people

Event ID: G9H53R8HqsctJrm2Ef

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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