

Premier League - Boeung Ket vs National Defense

DATE: Sunday, January 4, 2026
LOCATION: Phnom Penh, Phnom Penh, KH

Event Description

Premier League - Boeung Ket vs National Defense is a premier sports event in Phnom Penh. 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: 58/100

Expected Attendance: 2,561 people

Event ID: HbUMAG7xoaSPZAHt9C

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,024 across all properties

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