

# Premier League - Kirivong Sok Sen Chey vs Visakha

DATE: Sunday, January 11, 2026  
LOCATION: Phnom Penh, Phnom Penh, KH

## Event Description

Premier League - Kirivong Sok Sen Chey vs Visakha 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:** 61/100

**Expected Attendance:** 3,542 people

**Event ID:** 4AhxmWRMRbQj7FsgH7

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,417 across all properties

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