

Premier League - Life Sihanoukville vs Visakha

DATE: Sunday, August 17, 2025
LOCATION: Phnom Penh, Phnom Penh, KH

Event Description

Premier League - Life Sihanoukville 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: 3,628 people

Event ID: GzzScJbVuWstE3zEuF

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: 1,451 across all properties

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