

Premier League - National Defense vs Life Sihanoukville

DATE: Sunday, January 18, 2026
LOCATION: Krong Preah Sihanouk, KH

Event Description

Premier League - National Defense vs Life Sihanoukville is a premier sports event in Krong Preah Sihanouk. 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: 46/100

Expected Attendance: 596 people

Event ID: CNXKNyDfZk9wfgyNt9

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 238 across all properties

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