

# Premier League - Svay Rieng vs Life Sihanoukville

DATE: Saturday, January 10, 2026  
LOCATION: Krong Preah Sihanouk, KH

## Event Description

Premier League - Svay Rieng 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:** yJdcNc6Ypj6xU8SWpy

## 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.*