

# So'Gucci Montana

DATE: Monday, November 10, 2025  
LOCATION: Pattaya City, Chon Buri, TH

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## Event Description

So'Gucci Montana is a premier concerts event in Pattaya City. 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:** concerts

**Importance Rank:** 30/100

**Expected Attendance:** 99 people

**Event ID:** 6AjfoPaxpqDoVwsyQt

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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