

# Suan Phueng 100 Ultra Marathon

DATE: Saturday, January 31, 2026  
LOCATION: Suan Phueng, Ratchaburi, TH

## Event Description

Suan Phueng 100 Ultra Marathon is a premier sports event in Suan Phueng. 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:** 39/100

**Expected Attendance:** 280 people

**Event ID:** 3hy3YPsypY8mmggTpa

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 112 across all properties

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