

Summer Sonic (Bangkok) at Impact Challenger Hall 1

DATE: Saturday, August 23, 2025
LOCATION: Banmai Sub-district, Chang Wat Nonthaburi, TH

Event Description

Summer Sonic (Bangkok) at Impact Challenger Hall 1 is a premier festivals event in Banmai Sub-district. 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: festivals

Importance Rank: 56/100

Expected Attendance: 2,034 people

Event ID: Dhp6VdcVZ5htkwfbmR

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 814 across all properties

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