

Thai League 1 - Buriram United vs Chiangrai United

DATE: Sunday, August 31, 2025

LOCATION: Buriram, Thailand

Event Description

Thai League 1 - Buriram United vs Chiangrai United is a premier sports event in Buriram, Thailand, attracting thousands of 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: 71/100

Expected Attendance: 11,561 people

Event ID: 4TUYsoA8d9DNCF6zNb

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,624 across all properties

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