

Thai League 1 - Buriram United vs Sukhothai

DATE: Wednesday, December 24, 2025
LOCATION: Ban Kluai, Sukhothai, TH

Event Description

Thai League 1 - Buriram United vs Sukhothai is a premier sports event in Ban Kluai. 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: 57/100

Expected Attendance: 2,276 people

Event ID: FDDBioHctuRJGfP7wk

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: 910 across all properties

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