

# Thai League 1 - Chiangrai United vs Ayutthaya United

DATE: Sunday, September 14, 2025  
LOCATION: Ayutthaya, TH

## Event Description

Thai League 1 - Chiangrai United vs Ayutthaya United is a premier sports event in Ayutthaya. 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:** 61/100

**Expected Attendance:** 3,600 people

**Event ID:** DAH7LTUPCrgqSUKPsL

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,440 across all properties

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