

Thai League 1 - Prachuap vs Chiangrai United

DATE: Saturday, August 23, 2025

LOCATION: Prachuap, Thailand

Event Description

Thai League 1 - Prachuap vs Chiangrai United is a premier sports event in Prachuap, 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: 68/100

Expected Attendance: 7,507 people

Event ID: A8ta8PsqQFF3u7RHDK

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,003 across all properties

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