

Thai League 1 - Sukhothai vs Prachuap

DATE: Sunday, August 31, 2025
LOCATION: Prachuap Khiri Khan, TH

Event Description

Thai League 1 - Sukhothai vs Prachuap is a premier sports event in Prachuap Khiri Khan. 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: 60/100

Expected Attendance: 3,174 people

Event ID: ENL5ccM7wo4QHRvEzD

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,270 across all properties

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