

Thai League 1 - Uthai Thani vs Rayong

DATE: Saturday, September 27, 2025

LOCATION: Uthai Thani

Event Description

Thai League 1 - Uthai Thani vs Rayong is a premier sports event in the region. 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: 59/100

Expected Attendance: 2,686 people

Event ID: DJxFCeKYzrZtk5rmdh

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,074 across all properties

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