

Thai League 2 - Chiangmai United vs Nongbua Pitchaya

DATE: Saturday, December 13, 2025
LOCATION: Nong Bua Lamphu (Nong Bua Lam Phu), TH

Event Description

Thai League 2 - Chiangmai United vs Nongbua Pitchaya is a premier sports event in Nong Bua Lamphu (Nong Bua Lam Phu). 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: 56/100

Expected Attendance: 1,913 people

Event ID: DHpkYFJc5qtevhv8qM

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: 765 across all properties

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