

Thai League 2 - Mahasarakham SBT vs Songkhla

DATE: Saturday, October 25, 2025
LOCATION: Hat Yai, TH

Event Description

Thai League 2 - Mahasarakham SBT vs Songkhla is a premier sports event in Hat Yai. 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: 43/100

Expected Attendance: 457 people

Event ID: 6XfccwblWg2kRoSzF

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 183 across all properties

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