

# Thai League 2 - Pattani vs Songkhla

DATE: Sunday, August 24, 2025  
LOCATION: Bo Yang, Songkhla, TH

## Event Description

Thai League 2 - Pattani vs Songkhla is a premier sports event in Bo Yang. 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:** 3,129 people

**Event ID:** D8s4bWR3KdS9Lsi8T6

## 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:** 1,252 across all properties

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