

Thai League 2 - Phrae United vs Mahasarakham SBT

DATE: Friday, September 12, 2025
LOCATION: Maha Sarakham, TH

Event Description

Thai League 2 - Phrae United vs Mahasarakham SBT is a premier sports event in Maha Sarakham. 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: 54/100

Expected Attendance: 1,637 people

Event ID: FTJnLDcEdBYgLFvouu

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 655 across all properties

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