

Thai League 2 - Phrae United vs Songkhla

DATE: Saturday, November 29, 2025

LOCATION: Hat Yai, TH

Event Description

Thai League 2 - Phrae United 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: 54/100

Expected Attendance: 1,563 people

Event ID: 7DeVpHiuvZnc8YKvJE

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: 625 across all properties

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