

Thai League 3 - Center - Pathum Thani University vs Prime Bangkok

DATE: Saturday, January 17, 2026
LOCATION: Bangkok, Bangkok, TH

Event Description

Thai League 3 - Center - Pathum Thani University vs Prime Bangkok is a premier sports event in Bangkok. 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: 58/100

Expected Attendance: 2,438 people

Event ID: ZJ64P4uxq94pVZAZ7h

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 975 across all properties

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