

Thai League 3 - Center - Saraburi United vs Pathum Thani University

DATE: Saturday, January 31, 2026
LOCATION: Phra Nakhon Si Ayutthaya, TH

Event Description

Thai League 3 - Center - Saraburi United vs Pathum Thani University is a premier sports event in Phra Nakhon Si Ayutthaya. 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: 1,608 people

Event ID: 9H8cGw8eFzhHzTm8Pm

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: 643 across all properties

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