

# Thai League 3 - East - Pattaya City vs Customs Utd

DATE: Sunday, January 11, 2026

LOCATION: Tambon Srisa Chorakhe Noi, Chang Wat Samut Prakan, TH

## Event Description

Thai League 3 - East - Pattaya City vs Customs Utd is a premier sports event in Tambon Srisa Chorakhe Noi. 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:** 57/100

**Expected Attendance:** 2,225 people

**Event ID:** 4zUJVczBS2XUStynKW

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 890 across all properties

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