

Thai League 3 - North - Chiangmai vs Chiangrai City

DATE: Saturday, January 10, 2026

LOCATION: Chiangmai, Chiangrai, TH

Event Description

Thai League 3 - North - Chiangmai vs Chiangrai City is a premier sports event in Chiangmai, Chiangrai, TH, attracting thousands of 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: 62/100

Expected Attendance: 3,830 people

Event ID: EYM9vbCqsfuuBZFy3X

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,532 across all properties

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