

Thai League 3 - North East - Muang Loei United vs Ubon Eastern

DATE: Saturday, January 24, 2026
LOCATION: Ubon Ratchathani, TH

Event Description

Thai League 3 - North East - Muang Loei United vs Ubon Eastern is a premier sports event in Ubon Ratchathani. 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: 59/100
Expected Attendance: 2,702 people
Event ID: HTd44vyyfpmKYaTp96

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,081 across all properties

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