

Thai League 3 - North East - Roi Et United vs Yasothon

DATE: Saturday, January 17, 2026
LOCATION: Muang Yasothon, TH

Event Description

Thai League 3 - North East - Roi Et United vs Yasothon is a premier sports event in Muang Yasothon. 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: 2,348 people

Event ID: 4jou5EqHfjm5WYr3kk

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: 939 across all properties

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