Thai League 3 - North East - Surin City vs Muang Loei United

DATE: Saturday, January 17, 2026
LOCATION: ä %â"Â ã â¾'ã ä %â"Â TH

Event Description

Thai League 3 - North East - Surin City vs Muang Loei United is a premier sports event in ä %â"à 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: 2,186 people
Event ID: HchR7pgvxTKAvZUWnR

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: 874 across all properties

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