

Thai League 3 - North East - Surin KCM vs Khonkaen Mordindang

DATE: Saturday, January 24, 2026
LOCATION: Chang Wat Khon Kaen, TH

Event Description

Thai League 3 - North East - Surin KCM vs Khonkaen Mordindang is a premier sports event in the region. 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: 60/100

Expected Attendance: 3,294 people

Event ID: 37QHpZWZSsjbB7HJxW

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,318 across all properties

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