

Thai League 3 - North East - Surin KCM vs Udon United

DATE: Sunday, January 11, 2026
LOCATION: Udon Thani, TH

Event Description

Thai League 3 - North East - Surin KCM vs Udon United is a premier sports event in Udon Thani. 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: 2,225 people

Event ID: EX73jWPYrFaaJi4JE3

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: 890 across all properties

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