

# Thai League 3 - North East - Ubon Kruan Apat vs Surin City

DATE: Sunday, September 14, 2025  
LOCATION: Nok Mueang, Surin, TH

## Event Description

Thai League 3 - North East - Ubon Kruan Apat vs Surin City is a premier sports event in Nok Mueang. 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:** 56/100  
**Expected Attendance:** 2,081 people  
**Event ID:** 6wiskYaHQboSwMchBw

## 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:** 832 across all properties

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