

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

DATE: Sunday, January 25, 2026
LOCATION: Nok Mueang, Surin, TH

Event Description

Thai League 3 - North East - Udon United 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: 53/100

Expected Attendance: 1,399 people

Event ID: 9HjotKWvCtQHWXXPgp

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 560 across all properties

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