

# Thai League 3 - North - Phichit United vs See Khwae City

DATE: Saturday, January 24, 2026  
LOCATION: Nakhon Sawan, TH

## Event Description

Thai League 3 - North - Phichit United vs See Khwae City is a premier sports event in Nakhon Sawan. 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:** 2,306 people  
**Event ID:** GBJiW4N2n85mvBycJy

## 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:** 922 across all properties

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