

# Thai League 3 - South - Chumphon United vs Yala

DATE: Saturday, January 24, 2026  
LOCATION: Yala, TH

## Event Description

Thai League 3 - South - Chumphon United vs Yala is a premier sports event in Yala. 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:** 2,224 people

**Event ID:** DguwiW4L2BnJ5YPYWV

## 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.*