

Thai League 3 - South - Nara United vs Phuket Andaman

DATE: Saturday, January 24, 2026
LOCATION: Phang-nga, TH

Event Description

Thai League 3 - South - Nara United vs Phuket Andaman is a premier sports event in Phang-nga. 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: DVigfy4vTSzoN4Jv6U

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.