

# Thai League 3 - South - Samui United vs Satun

DATE: Sunday, January 25, 2026  
LOCATION: Satun, TH

## Event Description

Thai League 3 - South - Samui United vs Satun is a premier sports event in Satun. 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:** 2,348 people

**Event ID:** 8m7PREcsMpYTqf9spU

## 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:** 939 across all properties

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