

Thai League 3 - South - Yala vs Surat Thani City

DATE: Saturday, January 17, 2026
LOCATION: Songkhla, TH

Event Description

Thai League 3 - South - Yala vs Surat Thani City is a premier sports event in Songkhla. 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: AtA2nnkBnBS6zWoiN8

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.