

Thai League 3 - West - Army vs Hua Hin City

DATE: Sunday, January 18, 2026
LOCATION: Prachuap Khiri Khan, TH

Event Description

Thai League 3 - West - Army vs Hua Hin City is a premier sports event in Prachuap Khiri Khan. 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: 2,186 people

Event ID: 6937EbnstMAGM6vt6g

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: 874 across all properties

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