

Thai League 3 - West - Army vs Samut Songkhram City

DATE: Saturday, January 31, 2026
LOCATION: Mae Klong, Samut Songkhram, TH

Event Description

Thai League 3 - West - Army vs Samut Songkhram City is a premier sports event in Mae Klong. 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: 59/100

Expected Attendance: 2,661 people

Event ID: 8Rm9dDyXpCte6GPLKY

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,064 across all properties

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