

# Thai League 3 - West - Samut Sakhon City vs Hua Hin City

DATE: Sunday, September 14, 2025  
LOCATION: Prachuap Khiri Khan, TH

## Event Description

Thai League 3 - West - Samut Sakhon City 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:** 56/100

**Expected Attendance:** 2,063 people

**Event ID:** 9pCcGPd5zFaqxiLjt8

## 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:** 825 across all properties

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