

Thai League 3 - West - Samut Sakhon City vs Muangnont

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

Event Description

Thai League 3 - West - Samut Sakhon City vs Muangnont is a premier sports event in Nonthaburi. 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: 60/100

Expected Attendance: 3,294 people

Event ID: F3SwHXp4rJ36b73Cmr

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,318 across all properties

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