

# Thai League 3 - West - Samut Songkhram City vs Samut Sakhon City

DATE: Saturday, October 25, 2025  
LOCATION: Samut Sakhon, TH

## Event Description

Thai League 3 - West - Samut Songkhram City vs Samut Sakhon City is a premier sports event in Samut Sakhon. 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:** 51/100

**Expected Attendance:** 1,125 people

**Event ID:** naQ2pzVkk2ZJLNq95s

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 450 across all properties

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