

Thai League 3 - West - Thonburi United vs Hua Hin City

DATE: Saturday, February 7, 2026
LOCATION: Prachuap Khiri Khan, TH

Event Description

Thai League 3 - West - Thonburi United 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: CTyHX3EvmacEu2WKPN

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.