

# Thai League 3 - West - Thonburi United vs Samut Songkhram City

DATE: Saturday, January 17, 2026  
LOCATION: Mae Klong, Samut Songkhram, TH

## Event Description

Thai League 3 - West - Thonburi United 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:** 4WLZ9qn4z33vxzLAjD

## 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.*