

Thailand International Boat Show A Luxury Lifestyle Event

DATE: Thursday, January 15, 2026
LOCATION: Tambon Mai Khao, Chang Wat Phuket, TH

Event Description

Thailand International Boat Show A Luxury Lifestyle Event is a premier expos event in Tambon Mai Khao. 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: expos

Importance Rank: 50/100

Expected Attendance: 1,000 people

Event ID: GAEgwJt9bYmPh65YGj

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: 400 across all properties

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