

# Thailand Sugar Conference

DATE: Wednesday, September 10, 2025  
LOCATION: 3rd Floor, Chang Wat Khon Kaen, TH

## Event Description

Thailand Sugar Conference is a premier conferences event in Thailand. This event attracts attendees from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 11/100

**Expected Attendance:** 11 people

**Event ID:** 4gHXgSFjgK9PiYnXU

## Hotel Demand Indicators

**ADR Impact Index:** 2.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4 across all properties

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