

# Ultra-Trail Angkor

DATE: Friday, January 23, 2026  
LOCATION: Krong Siem Reap, Siem Reap Province, KH

## Event Description

Ultra-Trail Angkor is a premier sports event in Krong Siem Reap. 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:** 64/100

**Expected Attendance:** 4,999 people

**Event ID:** DLUDYVqCgaASoyZkhD

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,000 across all properties

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