

# Ultra Trail Chiang Mai - UTCM

DATE: Thursday, October 9, 2025

LOCATION: Tambon Mueang Khong, Chang Wat Chiang Mai, TH

## Event Description

Ultra Trail Chiang Mai - UTCM is a premier sports event in Tambon Mueang Khong. 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:** 34/100

**Expected Attendance:** 166 people

**Event ID:** 4ocmA4dcnv4USKu6RR

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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