

# World Championship (W) - Group Stage - Greece vs Brazil

DATE: Friday, August 22, 2025  
LOCATION: Chang Phueak, Chiang Mai, TH

## Event Description

World Championship (W) - Group Stage - Greece vs Brazil is a premier sports event in Chang Phueak. 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:** 2,963 people

**Event ID:** AnNVidky3NMLCx5Pot

## 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:** 1,185 across all properties

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