

Al Shorta SC vs Al Hilal SFC

DATE: Tuesday, November 25, 2025
LOCATION: Riyadh, Riyadh Province, SA

Event Description

Al Shorta SC vs Al Hilal SFC is a premier sports event in Riyadh. 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: 73/100

Expected Attendance: 13,751 people

Event ID: ALQPtpiVJNPMxkw3BR

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,500 across all properties

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