

# Botola 2 - JS Soualem vs US Boujaad

DATE: Saturday, October 18, 2025

LOCATION: Oued Zem, Région de Chaouia-Ouardigha, MA

## Event Description

Botola 2 - JS Soualem vs US Boujaad is a premier sports event in Oued Zem. 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:** 55/100

**Expected Attendance:** 1,813 people

**Event ID:** 7VDHfHuUvkTFYY2onN

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 725 across all properties

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