

Botola 2 - USM Oujda vs Raja Beni Mellal

DATE: Sunday, October 12, 2025
LOCATION: Beni-Mellal, Béni Mellal-Khenifra, MA

Event Description

Botola 2 - USM Oujda vs Raja Beni Mellal is a premier sports event in Beni-Mellal. 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: 54/100

Expected Attendance: 1,614 people

Event ID: EiSdzBba53E3ddL2Di

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 646 across all properties

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