

# Damac FC vs Al-Kholood

DATE: Thursday, September 18, 2025  
LOCATION: Ar Rass, Al Qassim Province, SA

## Event Description

Damac FC vs Al-Kholood is a premier sports event in Ar Rass. 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:** 58/100

**Expected Attendance:** 2,468 people

**Event ID:** 6aoz9qWhfCy5PhEwxb

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 987 across all properties

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