

Division 2 - Afif vs Al Jeel

DATE: Saturday, January 10, 2026

LOCATION: Al-Hasa (Hofuf), SA

Event Description

Division 2 - Afif vs Al Jeel is a premier sports event in Al-Hasa (Hofuf). 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: 50/100

Expected Attendance: 1,000 people

Event ID: GpEhRktj6yD5CN8nuh

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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