

Division 2 - Afif vs Al Sahel

DATE: Tuesday, January 20, 2026
LOCATION: Al Khobar, Eastern Province, SA

Event Description

Division 2 - Afif vs Al Sahel is a premier sports event in Al Khobar. 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: 69/100

Expected Attendance: 8,698 people

Event ID: 6dt8wkW2Du9Rg6J27E

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,479 across all properties

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