

Division 2 - Al-Rayyan vs Al-Qalah

DATE: Saturday, December 6, 2025

LOCATION: Skaka (Al Jawf), SA

Event Description

Division 2 - Al-Rayyan vs Al-Qalah is a premier sports event in Skaka (Al Jawf). 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: 62/100

Expected Attendance: 4,064 people

Event ID: Gzp2K6cRean3R8GjZs

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,626 across all properties

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