

Division 2 - Al Sharq vs Al-Washm

DATE: Friday, February 6, 2026
LOCATION: Shaqra, Riyadh Province, SA

Event Description

Division 2 - Al Sharq vs Al-Washm is a premier sports event in Shaqra. 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: 57/100

Expected Attendance: 2,255 people

Event ID: 4fNs4ppJXHLnG8JjJ9

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 902 across all properties

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