

Division 2 - Al Taraji vs Al Shoalah

DATE: Monday, January 26, 2026
LOCATION: Al-Kharj, Riyadh Province, SA

Event Description

Division 2 - Al Taraji vs Al Shoalah is a premier sports event in Al-Kharj. 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: 2,520 people

Event ID: 9TNPFNMEKy8punh3KN

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: 1,008 across all properties

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