

Division 2 - Arar vs Al-Qalah

DATE: Monday, November 17, 2025

LOCATION: Skaka (Al Jawf), SA

Event Description

Division 2 - Arar 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: 61/100

Expected Attendance: 3,572 people

Event ID: 3DzsKxRmz4WAmAcjfh

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,429 across all properties

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