

Division 2 - Bisha vs Al Qous

DATE: Monday, January 19, 2026
LOCATION: Al Khurma, Makkah Province, SA

Event Description

Division 2 - Bisha vs Al Qous is a premier sports event in Al Khurma. 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: 54/100

Expected Attendance: 1,558 people

Event ID: 6yMc9wph6U5rVNuoLb

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 623 across all properties

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