

Division 2 - Hajer vs Arar

DATE: Monday, January 19, 2026
LOCATION: Ar Ar, Northern Borders Province, SA

Event Description

Division 2 - Hajer vs Arar is a premier sports event in Ar Ar. 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: 63/100

Expected Attendance: 4,571 people

Event ID: 4BXCmv64HgCs3kAUrD

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,828 across all properties

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