

Division 2 - Jubbah vs Al-Sadd

DATE: Friday, February 6, 2026
LOCATION: Howtat Bani Tamim, Riyadh Province, SA

Event Description

Division 2 - Jubbah vs Al-Sadd is a premier sports event in Howtat Bani Tamim. 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: 51/100

Expected Attendance: 1,078 people

Event ID: HTtGyVbisH4XmckrkD

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 431 across all properties

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