

First Division League - Abha vs Al Adalah

DATE: Sunday, January 11, 2026
LOCATION: Al Hofuf, Eastern Province, SA

Event Description

First Division League - Abha vs Al Adalah is a premier sports event in Al Hofuf. 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: 67/100

Expected Attendance: 7,310 people

Event ID: 8X5RJnEPUB3M23LC25

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,924 across all properties

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