

# First Division League - Al Adalah vs Al Diriyah

DATE: Wednesday, September 17, 2025  
LOCATION: Riyadh, Riyadh Province, SA

## Event Description

First Division League - Al Adalah vs Al Diriyah is a premier sports event in Riyadh. 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:** 36/100

**Expected Attendance:** 203 people

**Event ID:** 9nWGg2gsjUPEMR3P58

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 81 across all properties

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