

# First Division League - Al Bukayriyah vs Jeddah

DATE: Wednesday, December 31, 2025  
LOCATION: Makkah (Mecca), SA

## Event Description

First Division League - Al Bukayriyah vs Jeddah is a premier sports event in Makkah (Mecca). 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:** 73/100

**Expected Attendance:** 14,514 people

**Event ID:** 9NdGZGPNuFYfSFvN2a

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,806 across all properties

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