

First Division League - Al Jandal vs Al Orobah

DATE: Thursday, January 1, 2026

LOCATION: Sak ± (Sakakah), SA

Event Description

First Division League - Al Jandal vs Al Orobah is a premier sports event in Sak ± (Sakakah). 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: 66/100

Expected Attendance: 6,342 people

Event ID: Bk7EQNLWVYEuAizEaY

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,537 across all properties

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