

First Division League - Al Jubail vs Al Ula

DATE: Monday, January 12, 2026

LOCATION: Medina, SA

Event Description

First Division League - Al Jubail vs Al Ula is a premier sports event in Medina. 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: 64/100

Expected Attendance: 4,937 people

Event ID: 7tnLRnzggVGTsnVT2S

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,975 across all properties

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