

# King's Cup - 16th Finals - Al Ahli vs Al Arabi

DATE: Sunday, August 31, 2025  
LOCATION: Buraydah, Al Qassim, SA

## Event Description

King's Cup - 16th Finals - Al Ahli vs Al Arabi is a premier sports event in Buraydah. 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:** 72/100

**Expected Attendance:** 13,100 people

**Event ID:** EYSvMq62azxDE4A3Bz

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 5,240 across all properties

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