

# King's Cup - 16th Finals - Al Ettifaq vs Al Batin

DATE: Sunday, September 21, 2025  
LOCATION: Hafar Al Batin, Eastern Province, SA

## Event Description

King's Cup - 16th Finals - Al Ettifaq vs Al Batin is a premier sports event in Hafar Al Batin. 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:** 61/100  
**Expected Attendance:** 3,548 people  
**Event ID:** 5soWDMxPEZ7TVjZXSU

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,419 across all properties

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