

# King's Cup - 16th Finals - Al Fayha vs Al Zulfi

DATE: Tuesday, September 23, 2025  
LOCATION: Al Zulfi, SA

## Event Description

King's Cup - 16th Finals - Al Fayha vs Al Zulfi is a premier sports event in Al Zulfi. 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:** 59/100  
**Expected Attendance:** 2,802 people  
**Event ID:** GHesEAMKi4cqarRsie

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,121 across all properties

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