

King's Cup - 16th Finals - NEOM vs Al Hazem

DATE: Tuesday, September 23, 2025
LOCATION: Ar-Rass (Rass), SA

Event Description

King's Cup - 16th Finals - NEOM vs Al Hazem is a premier sports event in Ar-Rass (Rass). 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: 2,693 people

Event ID: 3dTatAC3u6JMdXp4qQ

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: 1,077 across all properties

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