

Outdoor fire - Asia - Saudi Arabia

DATE: Monday, September 29, 2025
LOCATION: Buraydah, Al Qassim Province, SA

Event Description

Outdoor fire - Asia - Saudi Arabia is a premier disasters 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: disasters

Importance Rank: 21/100

Expected Attendance: 10,000 people

Event ID: B6geTsrAp26HDhEeYb

Hotel Demand Indicators

ADR Impact Index: 3.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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