

# Premier League - Al Ittihad vs Ceramica Cleopatra

DATE: Wednesday, January 21, 2026  
LOCATION: Ismailia, EG

## Event Description

Premier League - Al Ittihad vs Ceramica Cleopatra is a premier sports event in Ismailia. 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:** 69/100

**Expected Attendance:** 8,788 people

**Event ID:** 85g4cnUfWATHs29bo5

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,515 across all properties

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