Premier League - Al Jahra vs Al Salmiyah

DATE: Sunday, September 28, 2025
LOCATION: Mad ¶æ B ÂÔ°uwayt (Kuwait City), KW

Event Description

Premier League - Al Jahra vs Al Salmiyah is a premier sports event in Mad ¶æ @ al-Kuwayt (Kuwait City). 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: 65/100
Expected Attendance: 5,824 people
Event ID: FwYSGxfpR8oCJTowoZ

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,330 across all properties

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