

Premier League - Al Salmiyah vs Al Tadhamon

DATE: Tuesday, September 23, 2025
LOCATION: Ardiya, Al Farwaniyah Governorate, KW

Event Description

Premier League - Al Salmiyah vs Al Tadhamon is a premier sports event in Ardiya. 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: 56/100

Expected Attendance: 1,893 people

Event ID: tTK5XRQHcXxg7CLAxd

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 757 across all properties

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