

# Premier League - El Gouna vs Al Ittihad

DATE: Sunday, November 23, 2025  
LOCATION: Alexandria Governorate, EG

## Event Description

Premier League - El Gouna vs Al Ittihad is a premier sports event in the region. 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:** 74/100

**Expected Attendance:** 16,115 people

**Event ID:** CauPquymG8ofT7JQ55

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,446 across all properties

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