

# Premier League - El Gouna vs El Gaish

DATE: Saturday, October 4, 2025  
LOCATION: al-Q ṭ— ah (Cairo), EG

## Event Description

Premier League - El Gouna vs El Gaish is a premier sports event in al-Q ṭ— ah (Cairo). 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:** 72/100

**Expected Attendance:** 13,070 people

**Event ID:** 9aRyX5R2B9MkgNyXYG

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 5,228 across all properties

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