

Premier League - El Gouna vs Pyramids

DATE: Tuesday, January 27, 2026
LOCATION: Cairo Governorate, EG

Event Description

Premier League - El Gouna vs Pyramids 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: 76/100

Expected Attendance: 19,357 people

Event ID: Dd5AZa72TYEYx4c82H

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,743 across all properties

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