

Premier League - Kazma vs Al Salmiyah

DATE: Sunday, September 14, 2025
LOCATION: Mad Jæ B Åuwayt (Kuwait City), KW

Event Description

Premier League - Kazma vs Al Salmiyah is a premier sports event in Mad Jæ @ 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: 64/100

Expected Attendance: 4,764 people

Event ID: A6SR7bZCGTBhEzAXbB

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,906 across all properties

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