

# Premier League - Pharco vs Pyramids

DATE: Tuesday, October 21, 2025  
LOCATION: Cairo Governorate, EG

## Event Description

Premier League - Pharco 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:** 73/100

**Expected Attendance:** 14,359 people

**Event ID:** 9pMj3WeoF3qKXTqRv2

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x 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:** 5,744 across all properties

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