

Premier League - Racing vs Al Hikma

DATE: Saturday, September 20, 2025
LOCATION: Juniyah, Mount Lebanon Governorate, LB

Event Description

Premier League - Racing vs Al Hikma is a premier sports event in Juniyah. 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: 57/100

Expected Attendance: 2,187 people

Event ID: 7tMARdqz9S5Jq6GrFx

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 875 across all properties

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