

# Saudi League - Al Ahli vs Al Hilal

DATE: Saturday, January 31, 2026  
LOCATION: Riyadh, Riyadh Province, SA

## Event Description

Saudi League - Al Ahli vs Al Hilal is a premier sports event in Riyadh. 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:** 77/100

**Expected Attendance:** 23,145 people

**Event ID:** 8pF8hxeovUaRPfwDwb

## 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:** 9,258 across all properties

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