

Saudi League - Al Ettifaq vs Al Kholood

DATE: Friday, January 23, 2026
LOCATION: Ar-Rass (Rass), SA

Event Description

Saudi League - Al Ettifaq vs Al Kholood is a premier sports event in Ar-Rass (Rass). 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: 62/100

Expected Attendance: 3,912 people

Event ID: 3EzwTYPp4VKFuv5Lod

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,565 across all properties

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