

# Saudi League - Al Ettifaq vs Al Najma

DATE: Wednesday, January 7, 2026  
LOCATION: Buraydah, Al Qassim, SA

## Event Description

Saudi League - Al Ettifaq vs Al Najma is a premier sports event in Buraydah. 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:** 72/100

**Expected Attendance:** 12,744 people

**Event ID:** GKcnZ8sPDVauA7qhWv

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 5,098 across all properties

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