

# Saudi League - Al Hilal vs Al Riyadh

DATE: Friday, January 23, 2026  
LOCATION: Riyadh, Riyadh Province, SA

## Event Description

Saudi League - Al Hilal vs Al Riyadh 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:** 68/100

**Expected Attendance:** 8,154 people

**Event ID:** FwnH8sRVeXiuFknJEm

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,262 across all properties

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