

Saudi League - Al Hilal vs NEOM

DATE: Thursday, January 15, 2026

LOCATION: Tabuk (Tabouk), SA

Event Description

Saudi League - Al Hilal vs NEOM is a premier sports event in Tabuk (Tabouk). 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: 69/100

Expected Attendance: 8,803 people

Event ID: 6dBsetEvUJZMxmpS3Q

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,521 across all properties

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