

Saudi League - Al Ittihad vs Al Kholood

DATE: Wednesday, January 7, 2026

LOCATION: Ar-Rass (Rass), SA

Event Description

Saudi League - Al Ittihad 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: 63/100

Expected Attendance: 4,293 people

Event ID: 8bcRkyqMmWJAxZRsgT

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,717 across all properties

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