

Saudi League - Al Ittihad vs Damac

DATE: Sunday, January 11, 2026
LOCATION: Abha, Aseer Province, SA

Event Description

Saudi League - Al Ittihad vs Damac is a premier sports event in Abha. 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: 8,698 people

Event ID: Bx9iPCFSYU8ZrgRmik

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: 3,479 across all properties

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