

Saudi League - Al Khaleej vs Al Ettifaq

DATE: Sunday, January 11, 2026
LOCATION: Ad Damm ð „F ÖÖ Ö'Â 4

Event Description

Saudi League - Al Khaleej vs Al Ettifaq is a premier sports event in Ad Damm ð (Dammam). 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: 67/100

Expected Attendance: 7,076 people

Event ID: 5deuAvvVwbugZuA635

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,830 across all properties

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