

# Saudi League - Al Khaleej vs Al Taawoun

DATE: Wednesday, February 4, 2026  
LOCATION: Buraydah, Al Qassim, SA

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## Event Description

Saudi League - Al Khaleej vs Al Taawoun is a premier sports event in Buraydah. 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:** 72/100

**Expected Attendance:** 12,744 people

**Event ID:** EefM6SfhRuUufvpqNy

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,098 across all properties

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

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