

Saudi League - Al Kholood vs Damac

DATE: Saturday, January 31, 2026
LOCATION: Abha, Aseer Province, SA

Event Description

Saudi League - Al Kholood 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: 70/100

Expected Attendance: 9,803 people

Event ID: 6AJR7U9pKJdy7wcNam

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,921 across all properties

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