

# Saudi League - Al Riyadh vs NEOM

DATE: Wednesday, February 4, 2026

LOCATION: Tabuk (Tabouk), SA

## Event Description

Saudi League - Al Riyadh vs NEOM is a premier sports event in Tabuk (Tabouk). 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:** 8UbnwKZ665m3J4kT7x

## 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.*