

Saudi League - Al Taawoun vs Al Nassr

DATE: Friday, January 23, 2026
LOCATION: Riyadh, Riyadh Province, SA

Event Description

Saudi League - Al Taawoun vs Al Nassr is a premier sports event in Riyadh. 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: 73/100

Expected Attendance: 14,129 people

Event ID: 8ZbdiLFWdSHn7QZgmx

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,652 across all properties

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