

# Saudi League - NEOM vs Al Ettifaq

DATE: Monday, January 19, 2026  
LOCATION: Ad Damm Ò „F ÖÖ Ò'Â 4

## Event Description

Saudi League - NEOM 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:** EZfkEwKrSjiPb2sKym

## 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.*