

# Saudi League - NEOM vs Al Hazem

DATE: Thursday, January 1, 2026

LOCATION: Ar-Rass (Rass), SA

## Event Description

Saudi League - NEOM vs Al Hazem is a premier sports event in Ar-Rass (Rass). 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:** 61/100

**Expected Attendance:** 3,585 people

**Event ID:** 8v9s4q7qMwu98GGb9h

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,434 across all properties

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