

Saudi League - NEOM vs Damac

DATE: Sunday, September 14, 2025
LOCATION: Khamis Mushait, Aseer Province, SA

Event Description

Saudi League - NEOM vs Damac is a premier sports event in Khamis Mushait. 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: 56/100

Expected Attendance: 2,015 people

Event ID: EwZSyVCgW2r2yKNFh5

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 806 across all properties

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