



**Discover Qiddiya**



# A place of inspiration, discovery & engagement

Qiddiya is an integrated destination forming the capital of entertainment, sports, culture and the arts in Saudi Arabia.

With premier offerings authentically drawn from the Kingdom's rich heritage, Qiddiya presents the best the world has to offer in a place unlike any other.



# Qiddiya delivers several core tenets of Vision 2030



It is a catalyst for national transformation creating a richer life for Saudi citizens while spurring innovation in the creative, hospitality and entertainment sectors.



Reduce revenue leakage from a huge local market



Encourage youth and female empowerment



Drive economic diversification, job creation, and a start-up culture



Double household spending on leisure and entertainment



Provide opportunities aligned with the desires of the country's growing youth



Contribute to healthier lifestyles

# Built for the local marketplace of 20M people

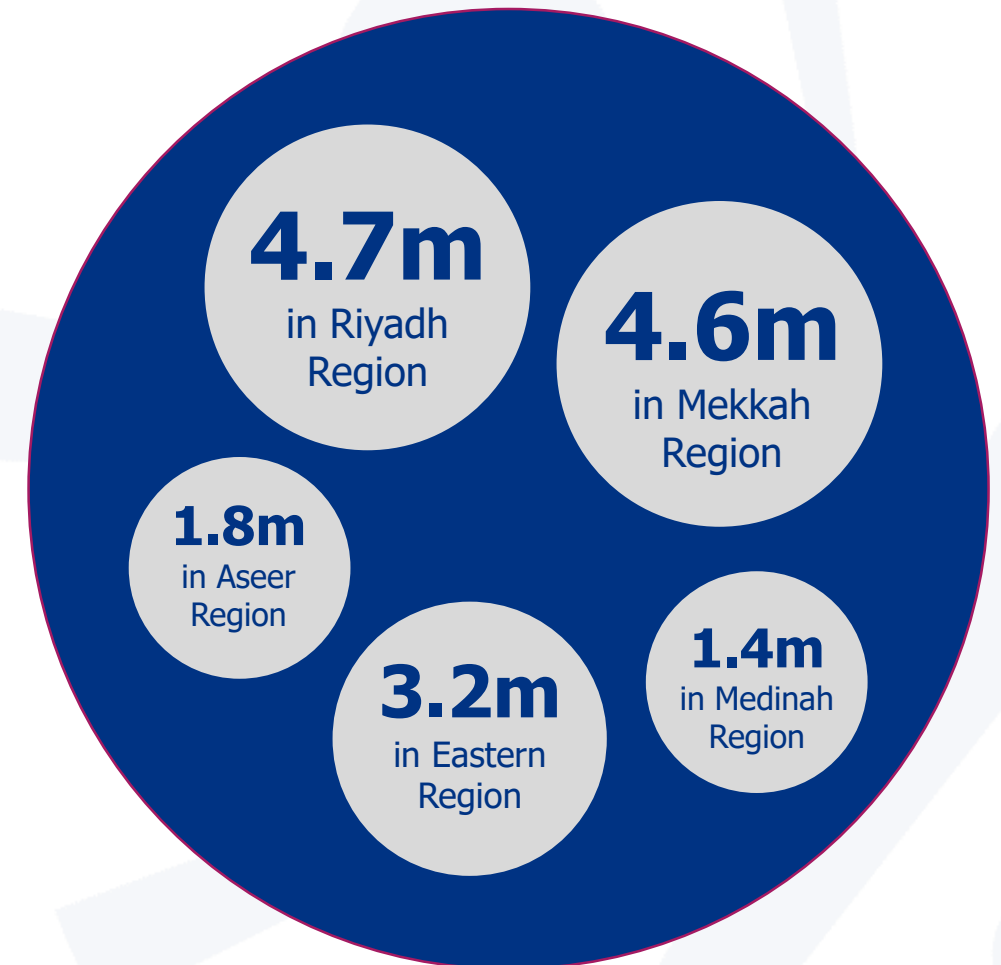
## Market needs

- To create professional opportunities for the country's youth
- To diversify entertainment offerings to create a thriving leisure ecosystem
- To propel domestic spending on entertainment
- To empower Saudi talent to pursue international creative arts and athletics with the support of professional training and facilities

**Resulting in unprecedented growth in the creative, hospitality and leisure industries.**



## Saudi Population

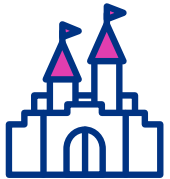


# Qiddiya seeks to repatriate part of the \$23Bn that Saudis spend abroad annually



Saudis lead the **G20 in international tourism spending** as a percentage of GDP due to a lack of entertainment options at home.

(Source: World Tourism Organization, IMF, MAS Tourism Statistics Report 2015, GEA, Booz Allen analysis)



Saudi households **spend the least** on recreation and cultural activities domestically compared to regional households.

(Source: OECD, World Bank Gross National Income Ranking 2015, BMI Research, Booz Allen analysis)



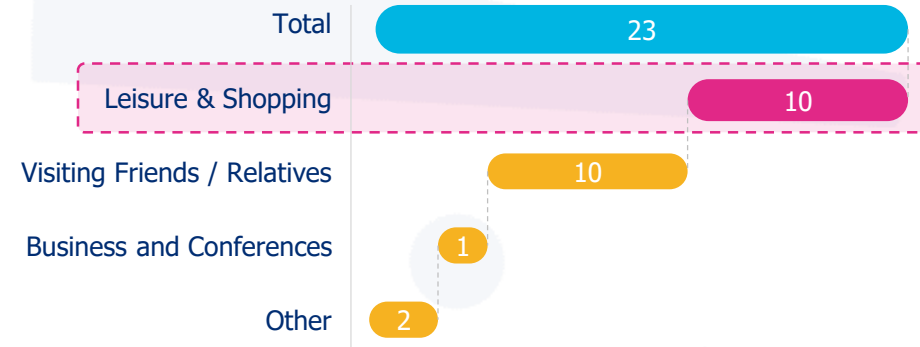
## Qiddiya's Goal

To harness current outbound international tourism spend and redirect to double household spending on entertainment domestically.

(Source: Vision 2030)



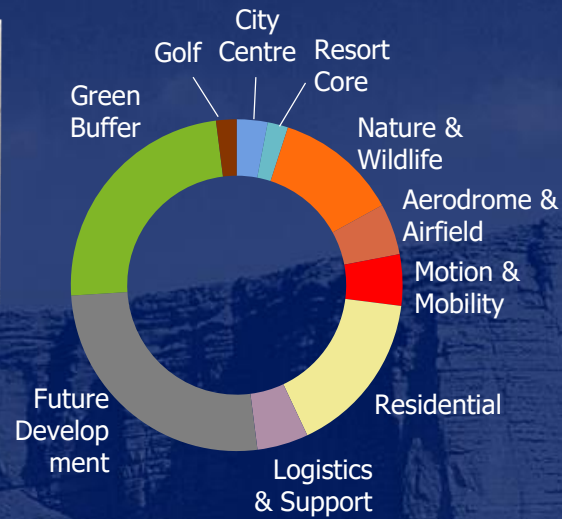
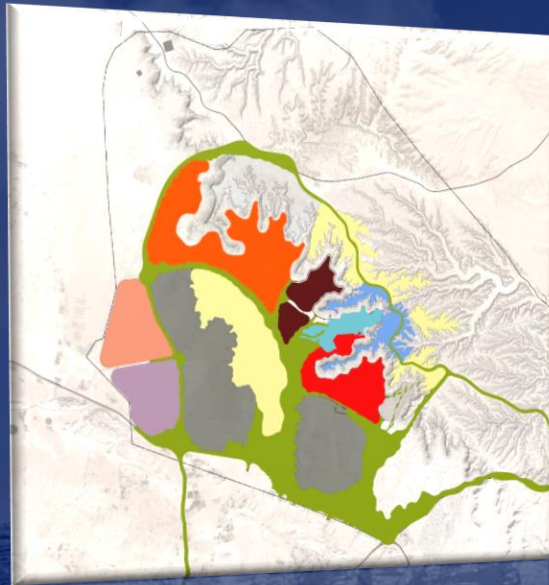
Spent abroad on **entertainment and leisure**



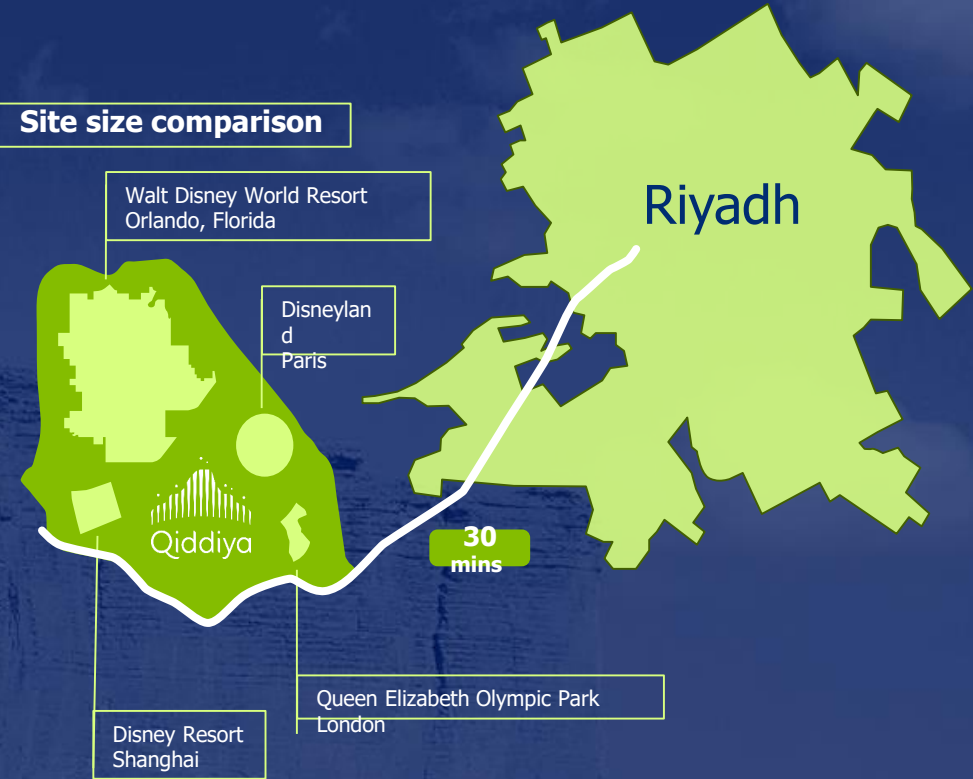
**Outbound Tourism Spend by Purpose**  
(Bn USD, 2017)



# Qiddiya's epic site sits on the doorstep of Riyadh



## Site size comparison



30 mins from the heart of Riyadh (45kms)



45 mins from the airport



200+ m cliffside elevation  
334 km<sup>2</sup> total area  
103 km<sup>2</sup> planned developed area





# A portfolio of content and offerings, expressed as five cornerstones, guide the overall strategy for Qiddiya's integrated development





# Resort Core

Where families enjoy a world of fun and create magical moments that will last a lifetime

## Six Flags Thrill Park

- Over 30 rides and attractions

## Water Park with Integrated Resort Hotel

- Over 20 slides and water-based experiences

## Festival Grounds

- Park-like setting for large festivals, special events and concerts with ice arena

## Themed Retail, Dining & Entertainment corridor

- A space of 50,000 m<sup>2</sup>

## Qiddiya Hotel Portfolio:

- Motor Sports Hotel – 5 stars, capable of hosting motor sports events
- Resort Core Hotel – 4 stars
- City Centre Hotel – 4 stars
- Eco-Lodge Hotel – 5 stars

## Motor Sports

- World-class race venue running through heart of development





# City Centre

A 24/7 hub of activity above the escarpment dedicated to sports and entertainment



## Arena and Stadium

- For entertainment and sporting events

## Performing Arts Campus

- Several multi-purpose venues capable of hosting multiple events in parallel

## Creative Village

- 200,000 m<sup>2</sup> of leasable creative workspace in a unique campus-like environment

## High Street

- Mixed use commercial and residential street

## Outlet Retail

- Outdoor outlet village with 45,000 m<sup>2</sup> of leasable space

## Multiplex

- Signature facility for film premiers and other events
- Multi-screen cinema

## Sports facilities including:

- Velodrome
- Female sports and wellness facilities
- Aquatic centre
- Kids sports centre
- Private schools for athlete training





# Motion Core

Where visitors unlock adrenaline driven experiences, and advance the science and technology of motion and mobility



## Motorsports Experiences

- FIA Grade 1 race track
- Karting
- Drag Strip
- Vehicle Handling
- Rally Off-road
- Spectator Grandstand

## Motorsport Business Park

- 50,000 m<sup>2</sup> commercial complex dedicated to the business and industries involved in motorsports

## Private Race Resort

- 120 villa units
- Clubhouse
- Private track
- 400 members
- Car storage





# Real Estate Offerings

Qiddiya will offer a diverse and wide range of residential types, sizes and locations

## Approximately 5000 residential units

### Wadi Residential

- Top of the cliff
- 1,900 villas and Istirahas with views of dramatic landscape

### City Centre Residential

- Approximately 2,000 units integrated within the fabric of the destination with direct access to amenities, activities and workplaces

## Golf Residential Community

- Championship 18-hole golf course
- Driving range
- 450 villas
- 5 star Golf Resort and Spa

### Private Golf Club

- Impressive club facilities and amenities





# Support facilities and connectivity will make Qiddiya a round-the-clock destination



**Commercial &  
Industrial**



**Healthcare**



**Community  
Services**



**Public  
Transportation**

# Qiddiya's first phase of development is advancing towards a late 2022 Grand Opening





**Onward!**

