



Discover Qiddiya

December 2020



*Qiddiya's vision is to create a disruptive **destination** recognized on the **world stage** as the home of the most innovative experiences in **Entertainment, Sports and the Arts** built upon a powerful existing unserved market and catalyzing demand from **domestic, regional and international markets***

Strategic Objectives

To offer unparalleled experiences, programs and events to **family audiences, groups of friends and couples**

To make Qiddiya a central component of the Kingdom's strategy to **elevate tourism as a major contributor to economic diversification**

To catalyze the development of lifestyle opportunities that will **transform the Kingdom and capture the imagination of the international market**

A large white circle containing the word "Marketplace" in a bold, dark blue sans-serif font. The circle is positioned on the left side of the slide. It is partially overlapped by a smaller orange circle at the bottom left and a pink circle with radiating lines at the top right. The background is a solid blue color with several light blue geometric shapes, including circles and triangles, scattered across it.

Marketplace

Qiddiya aims to repatriate the billions of dollars spent outside the Kingdom on leisure and entertainment

KSA residents spent \$10 billion on leisure trips abroad ...

amount KSA residents spent on outbound tourism in 2017

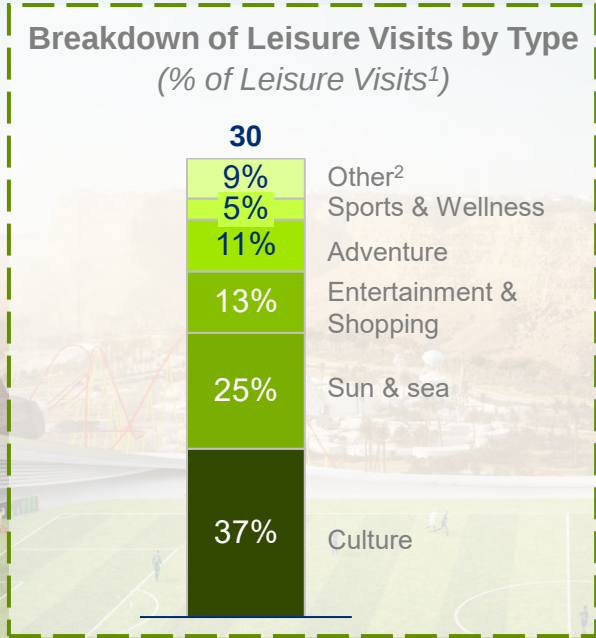
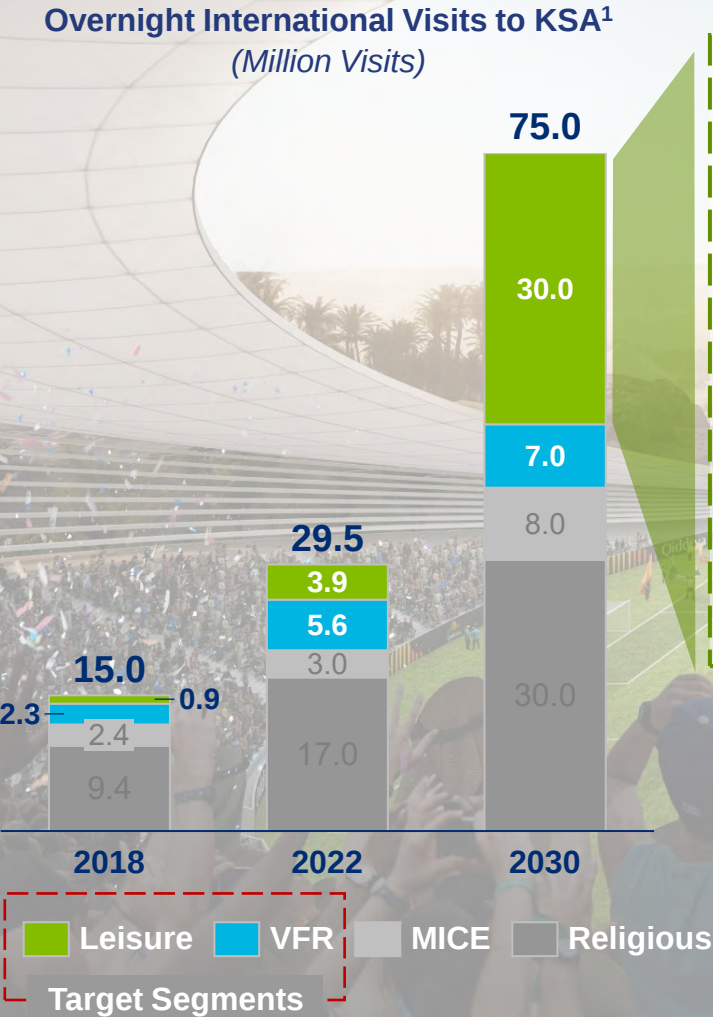
of which

amount KSA residents spent on trips for leisure & shopping purposes

\$23 bn

\$10 bn

...and attract international tourists seeking a unique leisure experience for which Qiddiya aims to be a prime entertainment destination



Leisure

- Primary target segment that would visit Qiddiya for its world-class offerings and experiences

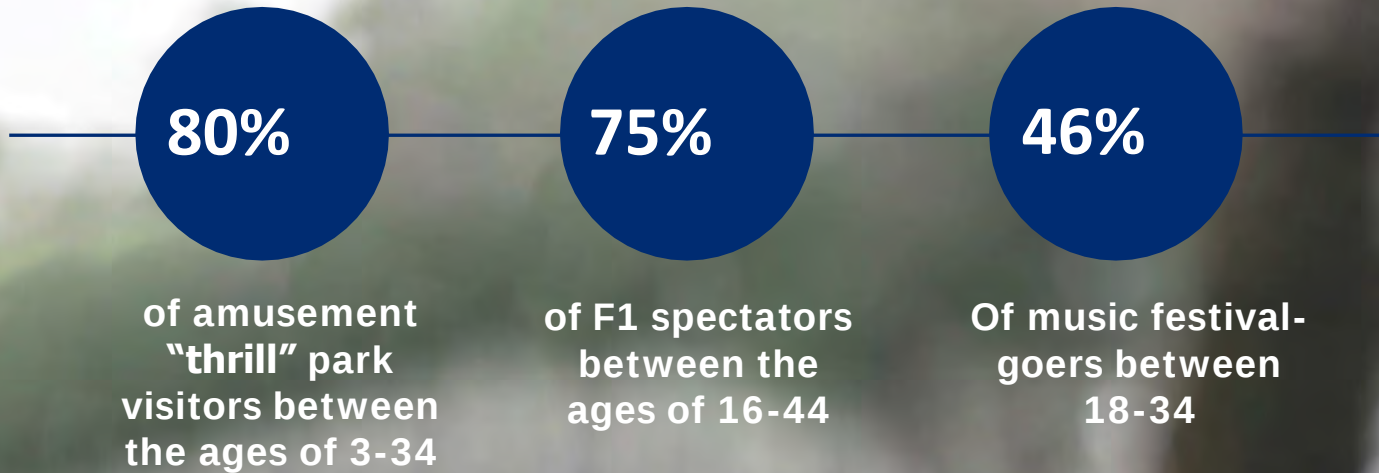


VFR

- Secondary target segment that would enjoy leisure & entertainment together with their friends & family.
- Qiddiya will only attract a portion of VFR visitors coming to Riyadh

1) National Tourism Strategy 2019
2) Other includes cruise (3%), culinary (6%)

Qiddiya appeals to around two-thirds of the Saudi population who are under the age of 35, and the largest consumer of entertainment



Our Offering

Qiddiya articulated five thematically organized cornerstones to optimally address its vision and strategic objectives

Parks & Attractions	Sports & Wellness	Motion & Mobility	Arts & Culture	Nature & Environment
				
Parks & Attractions will provide highly visible, and marketable symbols that represent Qiddiya and primarily capture and motivate the family market segment	Sports & Wellness will present sports as a form of entertainment, build athletes and performance excellence, and create an active lifestyle among residents and enthusiasts	Motion & Mobility is a set of experiences and events connected to Motorsports. It will disrupt the industry by offering the broadest base and highest quality of facilities	Arts & Culture will accelerate the engagement with arts by periodically delivering the highest quality performances and by catalyzing the development of artists	Nature & Environment will offer experiences derived from Qiddiya's natural ecosystem , that counter-balance urban-like experiences and amplifies responsibility towards nature

Real Estate & Community Services

Qiddiya's platform of real estate products (hospitality, residential, commercial, logistics etc.) **and community services** (schools, mosques etc.) **will create a 24/7 fully integrated city**

Parks & Attractions

Parks & Attractions consists of the “tent poles” dedicated to Entertainment as a central purpose. These components most visibly create market perception for Qiddiya and satisfy the desire to capture indelible lifelong memories and build emotional connections with loved ones

Why

Parks & Attractions are the “tent poles” dedicated to Entertainment as a central purpose. These components most visibly create market perception for Qiddiya and satisfy the desire to capture indelible lifelong memories and build emotional connections with loved ones.

Who

- Aimed at friends and families with children

What

Key Facilities:

- The world’s largest Six Flags thematically geared around thrills and excitement
- The world’s best Water Themed Park featuring culturally tuned programs and components in an immersive environment
- A Speed Park which establishes Qiddiya as the Motorsports Capital of the World
- The Edge of the World (cultural and educational content)
- The Atrium – A unique collection of gravity-defying experiences
- A Retail, Dining and Entertainment spine serving as the hub of the resort, offering specialty experiences not readily found in the market

Sports & Wellness

The gateway to accessing health and character-building attributes through participation in sports



Why

With a portfolio of best-in-class venues, Qiddiya will present sports as entertainment, promote the education, training and advancement of athletes, host competitions and events, and establish the infrastructure to allow sports activities to become a key ingredient in an active lifestyle.

Who

- Aimed at children, teenagers and adults

What

World-class Venues and Specialized Facilities:

- Stadium (20,000 Seats)
- Arena (18,000 Seats)
- Multi Sports Hall
- Aquatic Center
- Female Sports Center
- Kids Sports Center
- Two Golf Courses

Programs that inspire:

Qiddiya will offer programs aimed at developing professional athletes, educating future sports industry professionals, providing youth sports training and encouraging women in sports.

Motion & Mobility

The gateway to the science & technology associated with people in motion expressed through an unparalleled collection of facilities that position Qiddiya as the Motorsports Capital of the World

Why

Present adrenaline-fueled experiences in areas that are highly appealing to the Saudi population and induce a range of small and medium enterprises necessary to support and contribute to a system that relies on innovation and experimentation to continually advance the achievement of peak performance.

Who

- Aimed at motor sports enthusiasts and corporate customers

What

World-class Facilities:

- Multi-use tracks for racing, training and driving experiences
- Off-road Facilities
- Spectator Facilities
- Karting Facilities
- Motor Tech Park

Programs that inspire:

Qiddiya will offer programs for unique and exciting driving and passenger experiences, stadium-filling motorsports events such as professional racing championships, car shows and practical and performance driver education.



Arts & Culture

Provide access to facilities and audiences in order to catalyze the development of artists and art in its many forms. Provide programmatic offerings that will ultimately activate the City Centre and contribute to the personality of the City



Why

Provide access to facilities and audiences in order to catalyze the development of artists and art in its many forms. Provide programmatic offerings that will ultimately contribute to the personality of Qiddiya.

Who

- Aimed at art and culture lovers of all ages

What

World-class Facilities:

- Indoor venues:
 - The Arts Complex
 - Multi-plex Cinema
 - The Performing Arts Center
- Outdoor venues:
 - The Festival Grounds
 - Other smaller scale or more ad-hoc venues such as courtyards and plazas

Programs that inspire:

Qiddiya will offer programs for world-class training and career support for young artists, develop arts education for creative industry professionals, encourage entrepreneurship within fashion and product design and develop arts festivals to enrich the national arts scene.

Nature & Environment

Create captivating natural encounters within our unique desert environment and highlight and enhance the appreciation of these natural assets and strengthen our commitment to the stewardship and sustainability of this ecosystem



Why

Through experiential encounters with nature, Qiddiya will enhance the recognition of our connection to the natural systems we depend on and amplify our responsibility to protect and preserve what has always been integral to Saudis.

Who

- Aimed at families and children

What

Key Facilities:

- Luxury Tented Resort
- Camping Amenities with extreme sports center
- Animal / nature encounters facility
- Open spaces to encourage active engagement like golf, hiking, horse riding and cycling.
- Facilities designed for more adventurous sports such as ziplining, mountaineering, abseiling and rock climbing that take advantage of unique characteristics of the site *

Real Estate

The gateway to creating a 24/7 fully integrated entertainment destination for the enjoyment of all

Hospitality Portfolio

Key products:

- Speed Park Hotel
- Golf Hotels
- Water Themed Park Resort
- Resort Core Hotels
- City Centre Hotels
- Caravan Development Hotels

Retail Portfolio

Key products:

- Specialty retail central to the Resort Core
- Outlet / value retail as an outdoor destination that is unique to the local market
- Service and convenience retail (mainly catered to Qiddiya residents)

Residential Portfolio

Key products:

- For-sale are residential properties such as villas, apartments and istirahatas
- For-rent are residential properties such as mixed-use residential apartments and istirahatas

Commercial / Industrial

Key products:

- The Creative Village is a workspace and office environment in a campus-like format designed to respond to the requirements of people who work at Qiddiya in sports and more creative Entertainment and Arts industries
- Industrial real-estate (warehousing and logistics)

Qiddiya's epic site sits on the doorstep of Riyadh

366 km²
Total area

131 km²
Planned Development



Qiddiya's epic site sits on the doorstep of Riyadh



30 mins
from the heart of Riyadh (40 kms)



45 mins
from the airport



Metro extension
from Riyadh



Qiddiya's Master Plan is carefully crafted to respect and enhance the site's natural patterns

366 km²

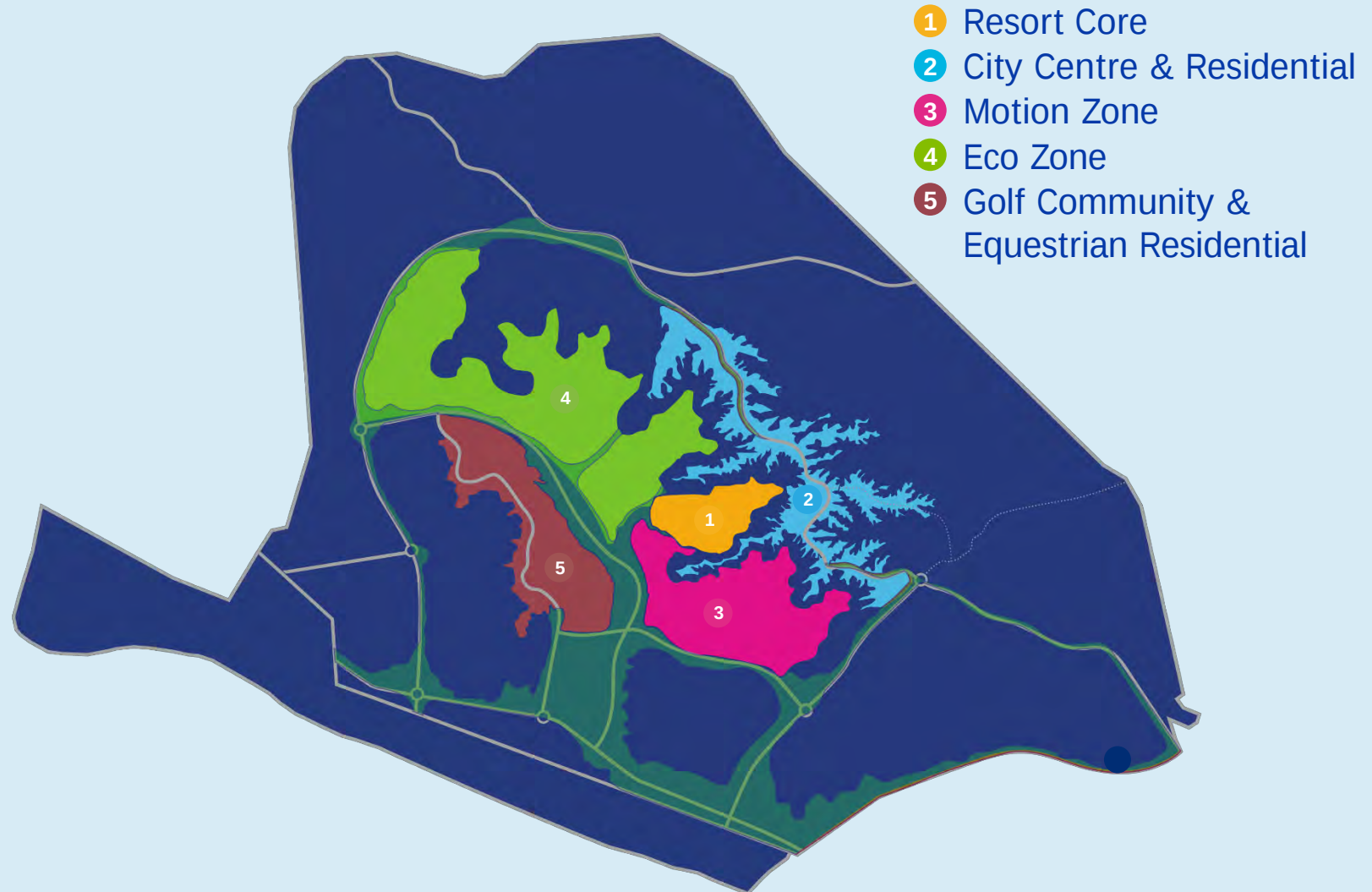
total area

131 km²

planned developed area

Highlights of Qiddiya's Master Plan:

- Built on an open space network that is informed by the natural flow of the water in order to create an unique environment unlike the surrounding areas
- Dispersed into several "development nodes" that are attached to the open space network, within which exist Qiddiya's facilities that offer unique experiences
- Supported by transportation and a utility network which activates these major nodes



Resort Core

The Resort Core is home to many of Qiddiya's theme parks, entertainment and dining attractions that are served by over 2,000 keys of 4 and 5 star hospitality.





View of the Resort Core from the Atrium

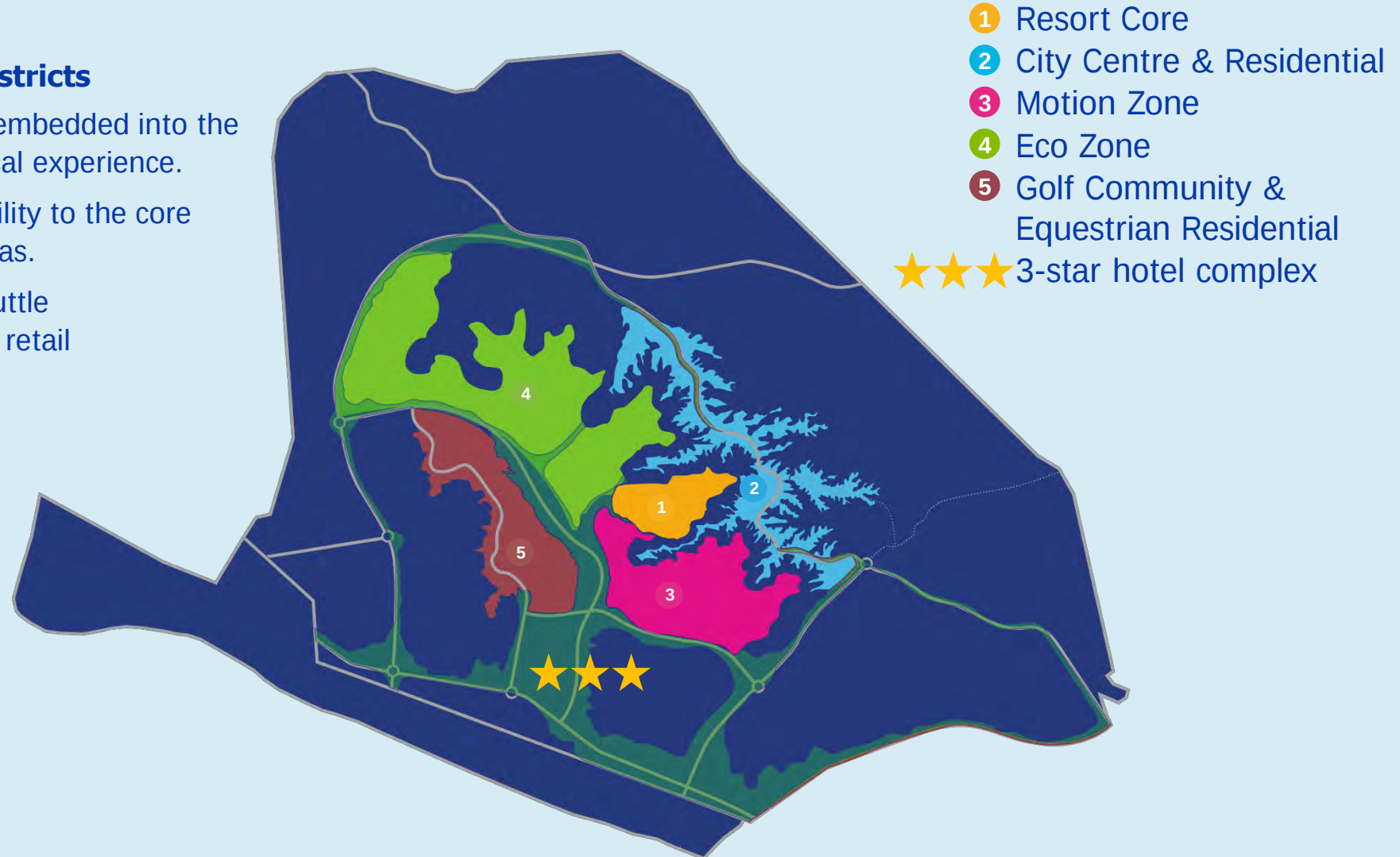


Dramatic view from cliff top into the Speed Park

Hospitality for all categories of Qiddiya guests

Hospitality serving Qiddiya's Core Districts

- Four and Five Star Hotels are deeply embedded into the fabric of each core to enhance the local experience.
- Strategically located for easy accessibility to the core activities while providing stunning vistas.
- Economy Hospitality Supported by shuttle transportation and convenient service retail





City Centre

A vibrant mixed-use village dedicated to Sports, Entertainment and the Arts

- A** Sports Precinct
 - A.1 Stadium (20,000 Seats)
 - A.2 Arena (18,000 Seats)
 - A.3 Multi Sports Hall
 - A.4 Aquatic Center
 - A.5 Female Sports Center
 - A.6 Kids Sports Center
- B** Green Spine
- C** School
- D** Transport Hub
- E** High Street
- F** Mixed-use
- G** Performing Arts Center
- H** Atrium
- I** Creative Village Workplace
- J** Outlet Mall
- K** Grand Mosque
- L** The City Centre Hotels





Aerial view of the Performing Arts Center and the Cliff-Side Plaza



Stadium overlooking Resort Core

Motion Zone

The Motion Zone contains a wide range of adrenaline-fueled experiences. It will be the ultimate playground for high-performance driving.

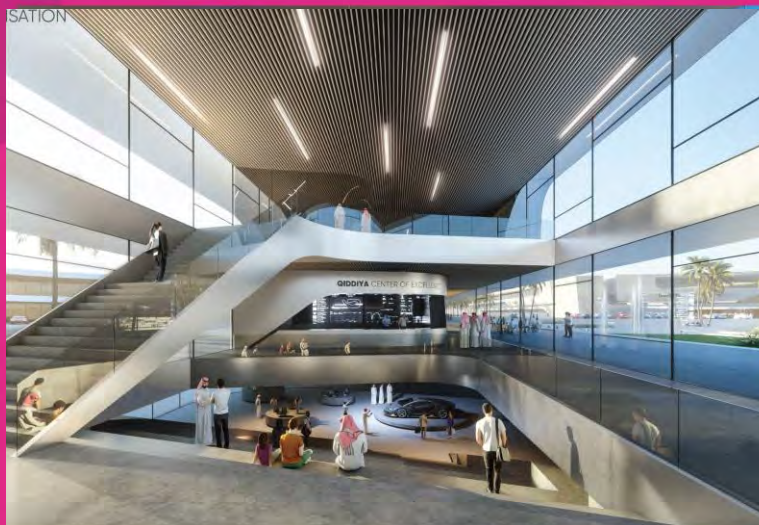
Key facts

- Situated to the south of the Resort Core
- Located within the view shed of the City Centre's southern cliff-side villas
- Includes a Private Race Resort with exclusive track access, a club house and luxury villas
- Connected by a tunnel through the mountain to the Resort Core's Speed Park

Attractions

- Motorsports Experiences
- Motorsport Tech Park
- Private Race Resort





Motion Zone activities

Eco Zone

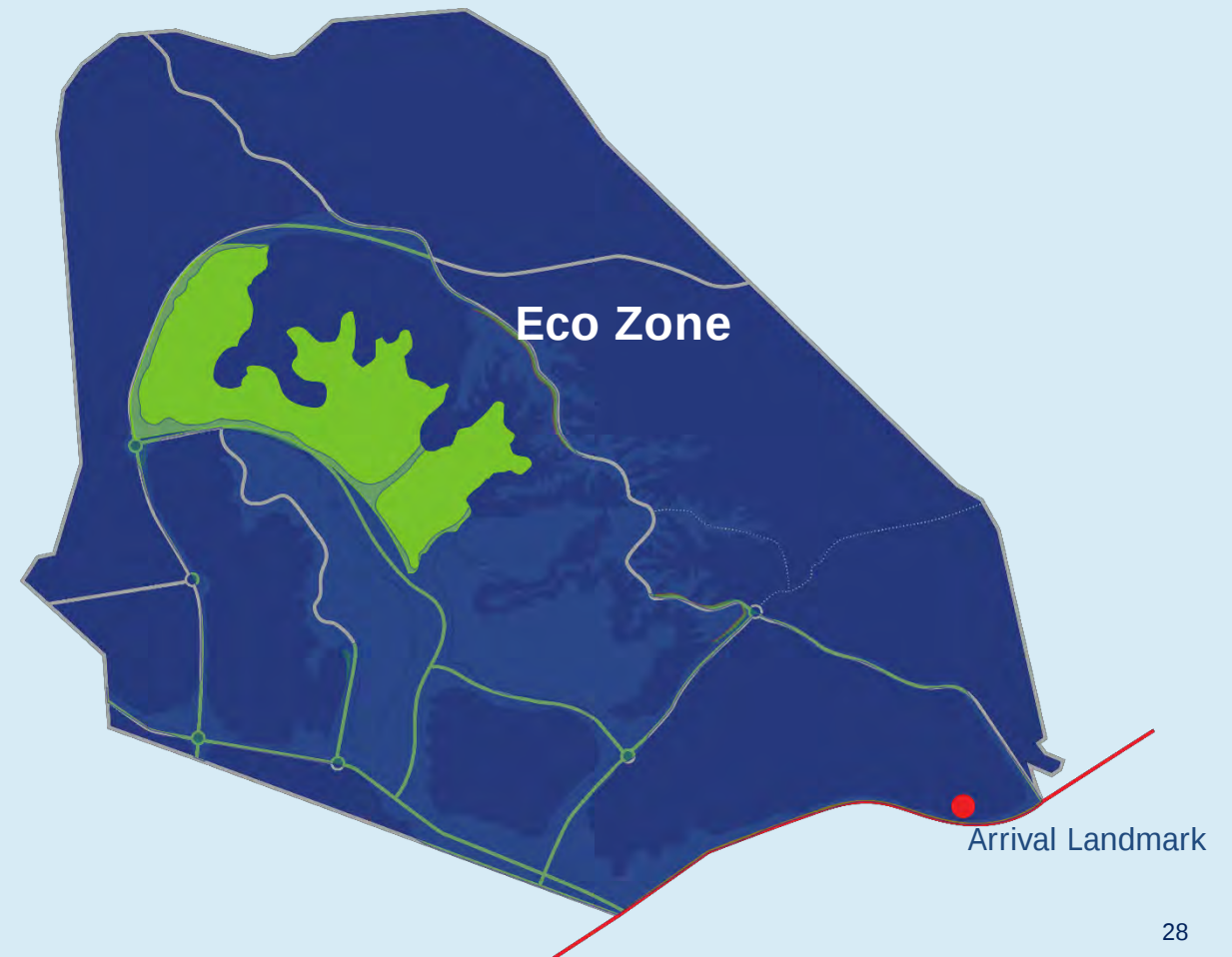
The Eco Zone features a **luxury tented resort** and camping amenities with an extreme sports center offering mountaineering, zip-lining and rock climbing, in addition to golf courses and other outdoor activities.

Key facts

- Situated immediately to the northwest of the Resort Core
- Located within the view shed of the City Centre's northern cliff side villas

Attractions

- Mountain Biking
- Hiking
- Animal / Nature Encounters
- Climbing
- Golf
- Ziplining
- Abseiling
- Camping





Golf Community & Equestrian Residential

Our Golf Community & Equestrian Residential includes a championship golf course offering panoramic vistas with an array of residential offerings, in addition to a luxurious Golf & Spa Resort and equestrian facilities.

Key facts

- Located in the heart of Qiddiya's Eco Zone encased by a Green Buffer on all sides. Includes a private championship 18-hole residential resort golf course and Club House

Facilities

- A championship 18-hole golf course and Club House
- A residential community including townhouses, villas and private retreats
- **Golf Resort & Spa Hotel**
- Equestrian Facilities





The critical and value-adding support infrastructure is a core component for the successful development of the project. It is vital in achieving connectivity and accessibility

Social Infrastructure

- Community mosques across the city including a Grand Mosque in the City Centre
- Hospital
- Schools for Qiddiya residents
- Civil defense and safety facilities

Land Infrastructure

- Investment of SAR 8.5 bn undertaken by the government
- Innovative and sophisticated infrastructure network including:
 - transportation network
 - utility network
 - walkways and bikeways
 - public realm

**Project
Update**

Qiddiya has mobilized its development team on site, and is advancing infrastructure construction



- 1** Mobilized Development team on-site in Qiddiya's new site offices



- 2** Installed the **largest permanent projection screen** in the world at Qiddiya Iconic Cliff



- 3** Phase 2 of **Qiddiya Experience Center (QEC)** underway



- 4** Initiated enabling site works including **road construction** and **mass earth works**.



- 5** Initiated construction for **power line relocation**



- 6** Completed drilling of **groundwater wells**





Work With Us

The Qiddiya Supplier Portal

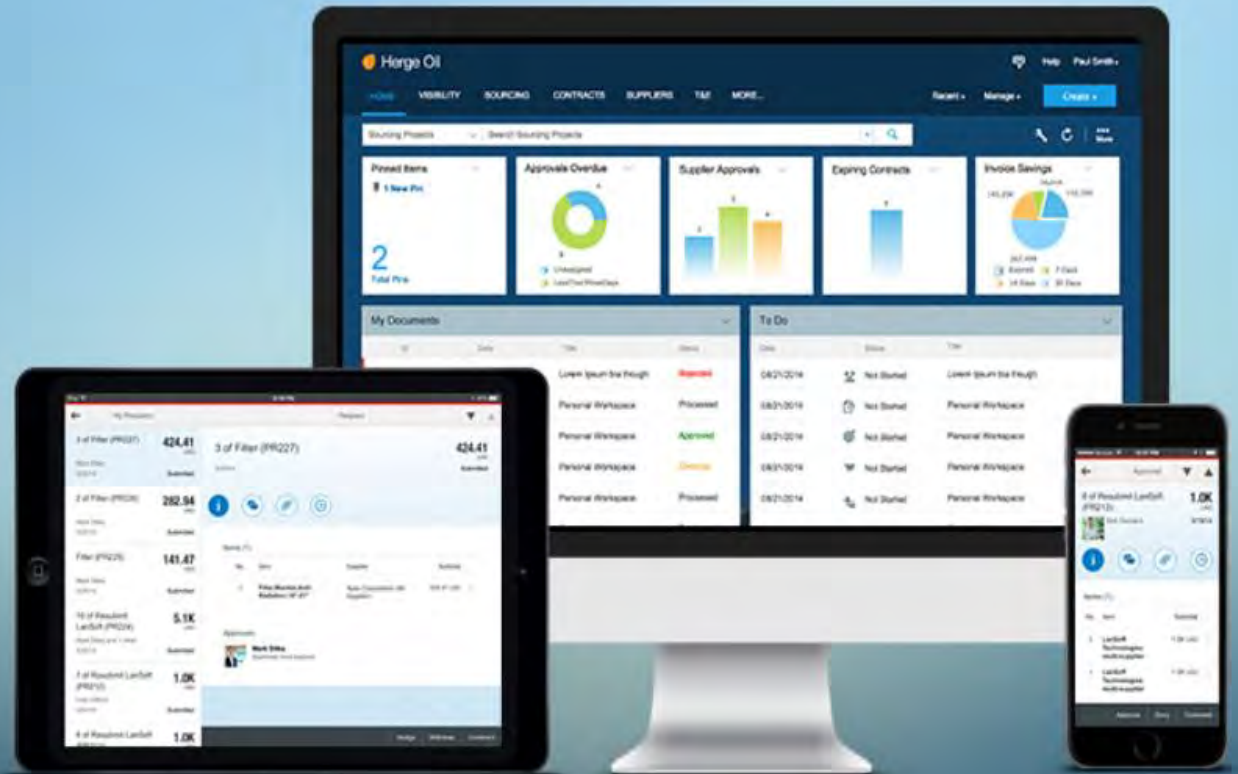


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Onward!

