

# الهدى پارک AL HUDA PARK

# About Hamat

Hamat Holding is a leading visionary in Saudi Arabia's retail landscape. With malls across major cities like Riyadh, Jeddah, and Dammam, we develop, own, and manage premier shopping and commercial destinations.

## Vision:

To redefine retail by creating vibrant, family-centric destinations that foster community, celebrate culture, and align with Saudi Vision 2030, transforming shopping into unforgettable experiences.



## Ambition:

To be the leading commercial real estate developer in KSA, driving GLA leadership, revenue growth, and investment benchmarks, and becoming the most loved destination.

15+

Properties

400+

Events (Annually)

1M+

GLA (sqm)

80M+

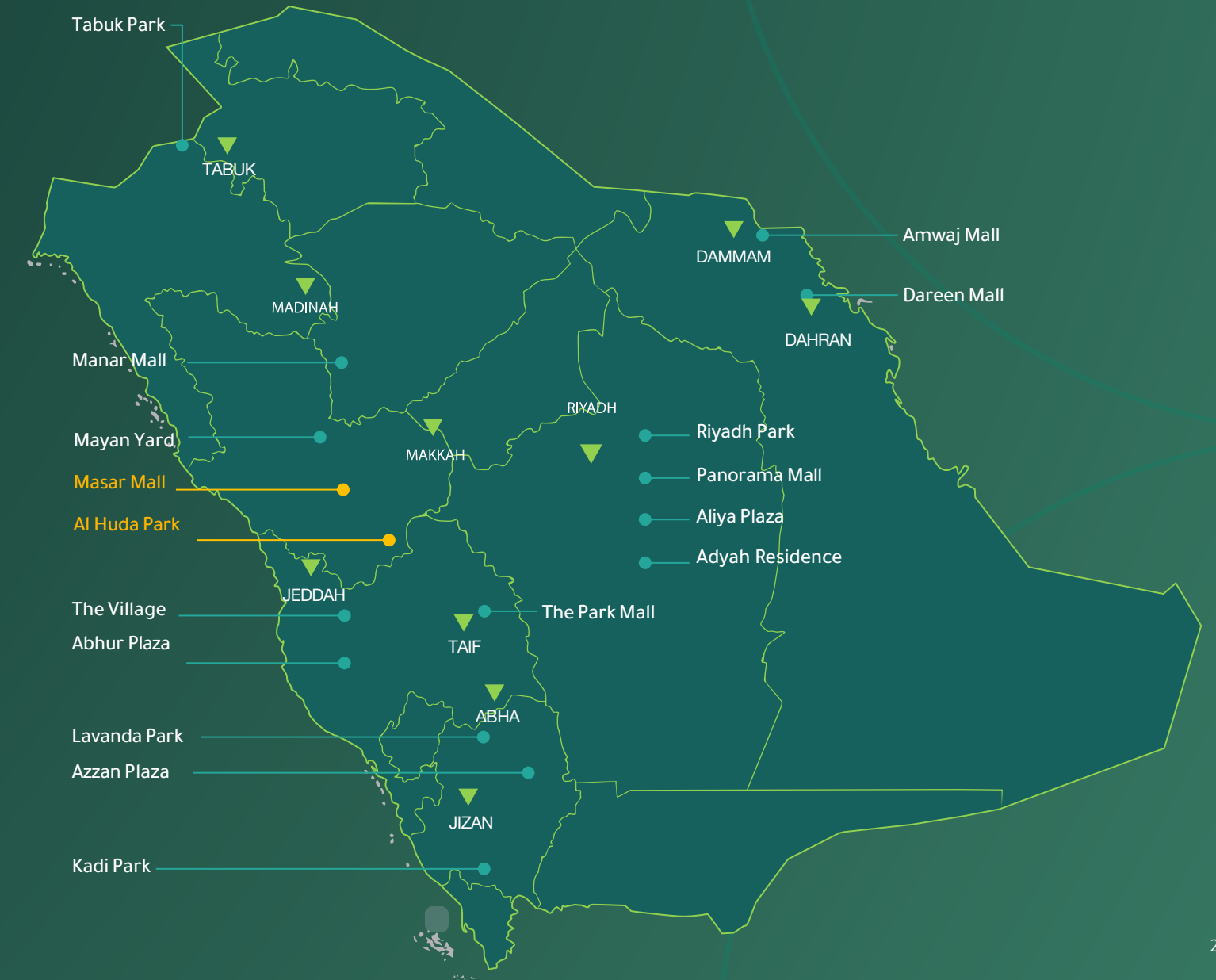
Footfall

98%

Occupancy

2+

Malls in pipeline



01

MAKKAH

# Makkah – a market on the rise



## Strategic Location

Administrative capital of Makkah Province – just 70km from Jeddah.



## Strong Economic Outlook

Forecasted GDP growth of 7.3% annually by 2030, surpassing the national average of 6.2%.



## Retail-Driven Growth

One of the highest contributors to retail tourism spending in the Kingdom, in line with a Pillar 2 of Saudi Vision 2030 focused on non-oil sectors.



## Unmatched Footfall Potential

Infrastructure development and urban expansion initiatives enhance the city's appeal while creating more job opportunities.

رؤية  
VISION  
2030

## Capital & Investment Shift Toward Makkah

As giga-projects recalibrate, capital consolidates in Makkah, driven by population growth and religious tourism demand.


By 2030, retail spending is projected to grow from **SAR 96 billion** to **SAR 145 billion**. Yet the city remains underserved by modern retail and lifestyle destinations. This is the moment, and Al Huda Park is at its center.

# Makkah City – Makkah in numbers


YEAR 2025

Makkah's expected population:

 **2.4M**

 No. of households

**616,000**

 Size of household

**4 members**




Residential Supply in Makkah is expected to grow by 24% by 2030

EST. 2030

Makkah's expected population:

 **2.85M**

 No. of households

**771,000**

 Size of household

**3.7 members**

The supply of residential units in Makkah is expected to grow by 24% adding nearly 170,000 units to the total supply by 2030.

**Tourists 38M**

Inbound 15.4M

Domestic 22.6M

## Reason for travel

**Inbound**  
55% Religious  
34% Leisure  
09% Business  
02% Other

**Domestic**  
11% Religious  
69% Leisure  
14% Business  
06% Other

45% Saudis  
55% Non-Saudi

**Tourists 50M**

Inbound 25M

Domestic 35M

# A city in motion and where it converges

Makkah is undergoing a SAR 60B+ transformation, redistributing footfall far beyond the Haram into new urban corridors.



## Mega-Projects



**King Salman Gate**  
12M sqm mixed-use anchoring new population near the Haram.

**\$26B Masar Corridor**  
3.5km of hospitality, retail & residential activity stretching outward.

**Activity Dispersal**  
Shifting arrivals, stays & spend across the city's districts.

**12M sqm**

King Salman Gate scale

**\$26B**

Masar corridor investment



## Transport Network



**Masar BRT**  
Middle East's first fully electric BRT - linked to Hara main Rail.

**12 Lines, 400+ Buses**  
City-wide network covering every major residential district.

**24-Hour Operation**  
Continuous movement supporting Makkah's evening social culture.

**400+**

Buses in operation

**24hrs**

Daily connectivity

*Connecting the Haram, the Haramain Rail, and every residential district into one continuous movement system.*

*Al Huda Park sits at this intersection — intercepting both daily city movement and visitor flow between the Haram and Makkah's expanding residential base.*

**SAR 60B+** City transformation

**\$26B** Masar corridor alone

**12 Lines** Bus network at launch

**400+ Buses · 12 Lines · 24-Hour Connectivity**

A transport network designed for continuous footfall, not peak-only traffic.

# Where Makkah lives and where it returns

Makkah is evolving into a dual-demand market. Most destinations serve one. Al Huda Park is positioned between both.



## Global Visitor Demand

**50M+**

Annual visitors  
by 2030

**15.4M**

International  
inbound

**55%**

Non-Saudi  
share

Makkah is set to welcome over 50 million visitors annually by 2030- one of the world's most consistent high-value tourism markets. With Haramain Rail, Masar BRT, and a new international airport in development, access is becoming faster and more direct thereby creating more arrival-to-spend opportunities outside the Haram core.

- Haramain High Speed Rail
- New Makkah International Airport
- Masar BRT direct connectivity



## Residential Demand

**2.85M**

Residents by 2030

**42K+**

New homes nearby

**300+**

Visit days/year

Al Manar by ROSHN, Dahiyat Sumo, and Makkah Gate are introducing over 42,000 new households into the immediate catchment — creating a stable, year-round customer base. This is the community that drives 300+ visit-days per year, converting a mall into a city's daily heartbeat.

- Al Manar by ROSHN
- Dahiyat Sumo residential district
- Makkah Gate development

### Global (50M+ Visitors) | Residential (2.85M Residents)

A dual demand engine driving both scale and consistency - captured in a single, integrated destination.

# The opportunity ahead

Despite its scale, Makkah's retail landscape is fragmented and limited. With only a few small malls and limited entertainment or dining options, demand continues to outpace supply.

Located on the 4th Ring Road with access to the entire city within 30 minutes, Al Huda Park steps in as one of the first truly integrated retail, dining, and leisure destinations.

## First mover advantage

- No major malls within a 10km radius
- Limited variety and quality in retail offerings
- Limited premium dining and entertainment options



02

# الهدى بارك AL HUDA PARK

A gateway to opportunity in a city that welcomes millions of visitors from around the world and is home to a rapidly growing population.

الهدى پارک  
AL MUDA PARK



# Al Huda Park at a glance

GLA (sqm)  
**50K**

Parking Space  
**1,350+**

Annual Visitors  
**12M+**

Outlets  
**300+**

## Vision

To be the region's most vibrant lifestyle and retail destination.

## Mission

To create an engaging mix of quality entertainment, dining and retail that caters to all of our community.



# The right brands- for every reason to visit

Retail performance in Makkah has traditionally been constrained. Al Huda Park changes that equation.



## Fashion & Lifestyle

Residents currently travel 60+ min to Jeddah for international brands. Al Huda Park creates the city's first true fashion destination within an underserved 10km radius.

- Zero nearby competition
- Jeddah demand recaptured
- Repeat fashion visit



## Daily Needs Anchor

A full-format supermarket drives high-frequency visits — fast, easy, dedicated entry. Frequency builds habit. Habit drives spend across fashion and dining tenants.

- 300+ visit days/year
- Quick in-and-out access
- Habit formation engine



## F&B & Night Economy

Makkah's social culture is evening-centric. 24-hour transport and late-night dining extend dwell time. Branded café concepts convert footfall into sustained spend.

- 24-hr bus connectivity
- Evening dwell extension
- Branded F&B concepts



## Entertainment & Community



Family zones, prayer rooms, pharmacy, and play hubs make Al Huda Park genuinely community-integrated — not seasonal-dependent. Relevant 300+ days per year.

- Prayer & community spaces
- Family entertainment
- Year-round relevance

### 300+ Visit Days Per Year Potential

Driven by resident frequency, not seasonal spikes — Not built for occasional visits, built for weekly relevance.

# Site Analysis – distance from Al Huda Park

-  Outstanding Location  
On the 4th Ring Road
-  Densely Populated
-  Close to the main religious sites
-  Well connected  
20 minutes drive



### Primary Catchment

5–10-minute radius  
(Southwest Makkah districts)

	<b>600K+</b> Current	<b>200K+</b> Upcoming
Visit Frequency	Multiple times/month	
Primary Need	Daily essentials, Ent, Retail, Dining	
Customer Type	Families	

[Stable weekday patronage and repeat business](#)

### Secondary Catchment

15–30-minute radius + Pilgrims

	<b>1.8M+</b> City residents	<b>19M+</b> Annual pilgrims
Visit Frequency	Weekend/Special occasions	
Primary Need	Lifestyle, Dining & Entertainment	

[High-value transactions, especially during peak seasons](#)

Additional expected footfall from the Umm Al Qura university with over 30,000 students (~15 min drive).

# Site Analysis – Makkah’s evolving urban landscape

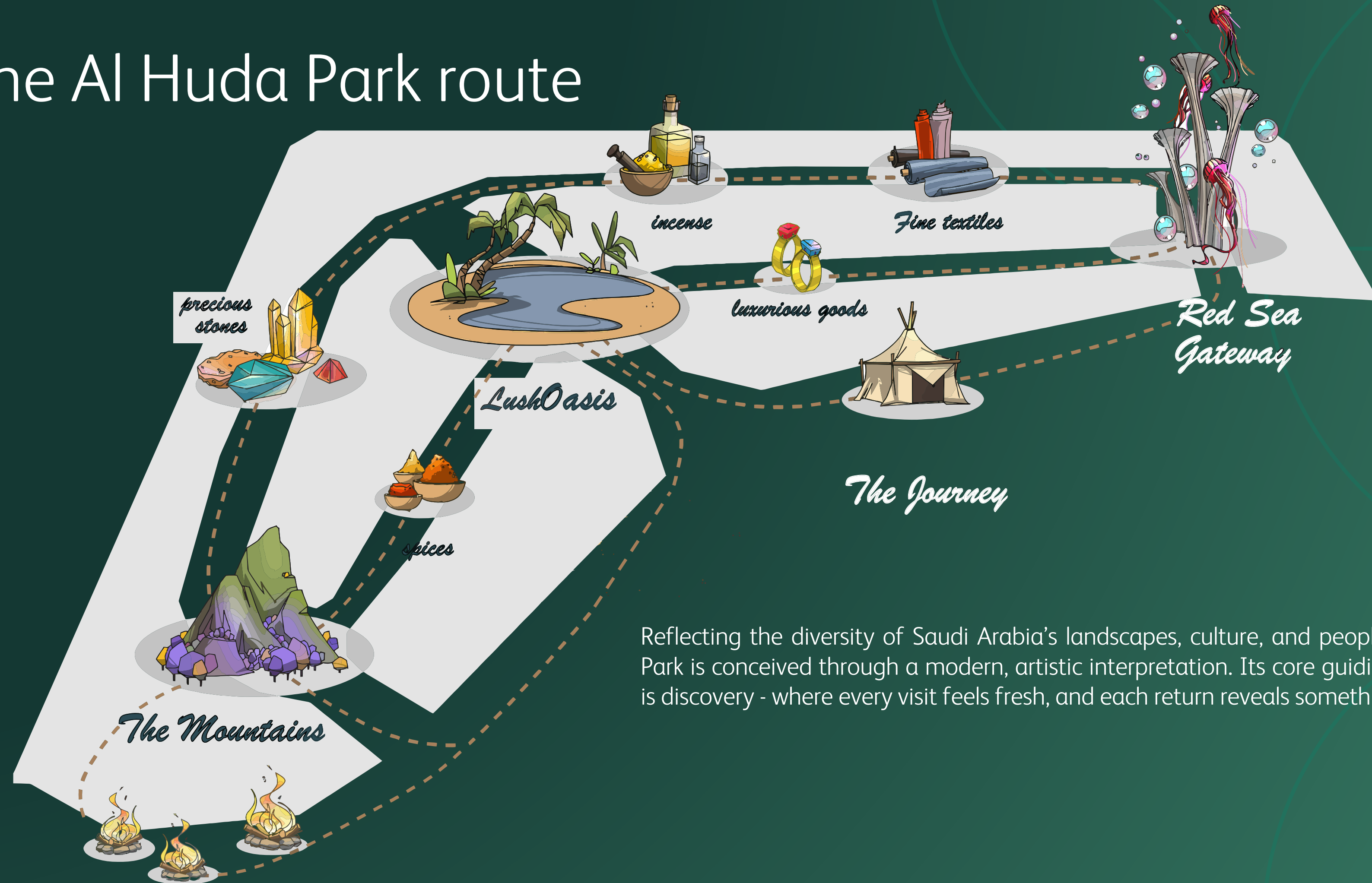
LEGEND	EXISTING MALL	DISTANCE (KM)
A	AL SHAREA MALL	22
B	MYAN YARD	21
C	AL DIYAFAH MALL	9
D	SOUK AL HEJAZ	6
E	MAKKAH MALL	13
F	ABRAJ AL BAYT	8
G	JABAL OMAR	8
H	MASAR MALL	7



District	Distance (km)	Estimated Population
Al Muhammadiyah	2	19,000
Al Shawqiah	3	25,000
Al Iskan	4	24,000
Al Kakiah	5	36,000
Batha Quraysh	5	42,000
Al Rusayfah	5	25,000
Al Zaidy	7	26,000
Waly AlAhd	9	55,000
An Nuzhah	10	31,000
Al Aziziah	11	52,000
As Zarah	11.7	42,000
Al Naseem	12	10,000
Al Shisha	14	50,000
Ad Difayah	14	24,000
At Taysir	15	27,000
Al Awaly	19	49,000
Al Sharai	22	63,000

- Al Huda Park will be the primary destination for the residents of over 42K housing units of AlManar by Roshn, Dahiat Sumo & Makkah Gate
- Al Huda Park and Masar Mall are the only two upcoming Malls in Makkah with defined opening dates

# The Al Huda Park route



Reflecting the diversity of Saudi Arabia's landscapes, culture, and people, Al Huda Park is conceived through a modern, artistic interpretation. Its core guiding essence is discovery - where every visit feels fresh, and each return reveals something new.



Facade



Boulevard



Sarat Atrium



Oasis Atrium



Red Sea Atrium



# Why Al Huda Park?

## Six pillars of strength



### High Growth

underserved market  
unmatched scale and demand.



### Prime Location

positioned on 4th Ring Road with  
strong residential catchments.



### Diverse Mix

across fashion, dining,  
leisure, essentials.



### Modern Infrastructure

sustainable, premium  
layouts.



### Tenant Support

through flexible leasing  
and Hamat's expertise.



### Brand Visibility

connect with millions  
through 12M annual visits  
and strong marketing.



# Al Huda Park Ground Floor



# Al Huda Park

## First Floor

# الهدى بارك AL HUDA PARK

920009034  
www.hamat.sa  
crm @ hamat.sa  
Prince Muhammad Ibn Abd Al Aziz,  
Al Mathar Ash Shamali, Riyadh 12332



هامات  
hamat

