



AMAALA

PROJECT SPECIFICATIONS

- Dubbed 'The Riviera of the Middle East'
- Ultra-luxury beachfront destination
- Spanning across 3,800 sq. km.
- Located within Prince Mohammed bin Salman Natural Reserve
- Encompasses three bays, one island and a white sandy coast
- Focus on Recuperation, Wellness and Recreation
- Targeted at the world's top 2.5 million leisure travellers
- Expected to generate 22,000 Job opportunities
- Expected to drive domestic & foreign direct investment

KEY PROJECT COMPONENTS



2,500
LUXURY HOTEL
KEYS



700
RESIDENCES



200
RETAIL OUTLETS



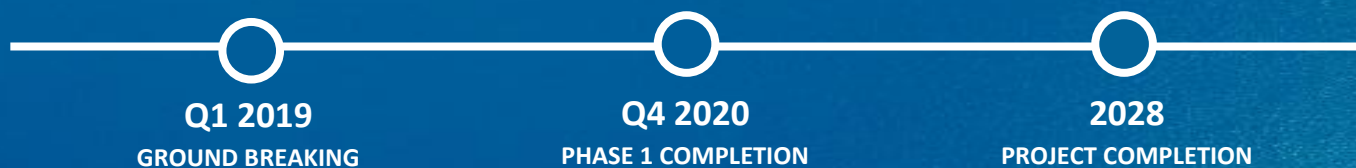
AIRPORT,
MARINAS,
YACHT CLUB



SPORTS FACILITIES
(EQUESTRIAN,
GOLF, DIVING)



ACADEMY OF ARTS,
ATELIERS,
GALLERIES



TARGET MARKET



UHNWI / HNWI



HONEYMOON



SPORTS
ENTHUSIASTS



YOUNG
ARTISTS

COMPETITIVE DESTINATIONS

FRENCH RIVIERA
(SAINT TROPEZ)

MYKONOS,
GREECE

AMALFI COAST,
ITALY

DEMAND BREAKDOWN

INTERNATIONAL 70%

DOMESTIC 30%