

PROJECT SPECIFICATIONS

- Set to become Saudi Arabia's largest entertainment, sports and cultural destination
- Located 40 kilometres south-west of Riyadh
- Spanning across 334 sq. km. (2.5 times the size of Disney World in Orlando)
- Expected to attract 17 million entertainment, 12 million shopping and 2 million hospitality visitors per annum by 2030
- Expected to generate 57,000 jobs by 2030
- Project built around six integrated clusters:
 - High-end theme parks
 - Sports arenas
 - Tracks for motorsport activities
 - Water- and snow-based activities
 - Outdoor and adventure activities
 - Historical and cultural activities

KEY PROJECT COMPONENTS (PHASE 1)



TARGET MARKET



COMPETITIVE DESTINATIONS



DEMAND BREAKDOWN

