

#### PROJECT SPECIFICATIONS

- Set to be 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)**



HOTELS AND RESORTS



COMMERCIAL CENTRES



FOOD AND BEVERAGE OUTLETS



SIX FLAGS-BRANDED THEME PARK



SAFARI PARK



SPORTS ARENAS

2018
GROUND BREAKING

2022
PHASE 1 COMPLETION

2030 PROJECT COMPLETION

### **TARGET MARKET**





CULTURAL

**VISITORS** 



## **COMPETITIVE DESTINATIONS**

DUBAI PARKS AND RESORTS

YAS ISLAND, ABU DHABI WALT DISNEY
WORLD

# **DEMAND BREAKDOWN**

INTERNATIONAL

**15%** 

**DOMESTIC** 

85%