Mall Hotel in Hail

INVESTMENT OPPORTUNITY

استثمر في السعودية
INVEST SAUDI

TOURISM & QUALITY OF LIFE
Mall Hotel in Hail

High Potential | Moderate Potential | Low Potential

OPPORTUNITY'S DESCRIPTION: A 5 star hotel that is connected to a luxury mall, restaurants, cafes, cinema and other entertainment activates for tourists and locals.

DEMAND

- Actual demand for numbers of keys in the cluster:
  - Cluster Population 2030 around ~465,000
  - New yearly visitors by 2030 ~254,000
  - High-season daily visitors ~2,093
  - Avg. Visitor daily Spend ~350 SAR
  - Avg. Occupancy: Hotel ~54%, Apartment ~53%
- Expected demand for number of keys is 1,090 Keys

INVESTMENT OVERVIEW

INVESTMENT HIGHLIGHTS

- To develop Mall Hotel in Hail with 110 keys
- Construction cost ~134 MN SAR
- Location Hail

VALUE PROPOSITION

- Wonderful weather and landscape
- The simplified visa process will guarantee many tourists visits
- Many desert outdoor activities
- High population and located at international pathway
- Heritage and folklore experience

MARKET OVERVIEW

CLUSTER VISITS PURPOSE



2017-2019 International visitors growth +49%

Consumer spending habits (SAR in 2019)[3]

146 Mn	199 Mn	223 Mn	162 Mn	87 Mn	8 Mn
Accmd.	Transport	F&B	Retail	Entmnt.	Other

READINESS



Hail **60%**

Convenience & Accessibility	62%
Readiness	46%
Key Features	87%
Information	29%

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DEVELOPMENT ASSUMPTIONS

- Description:

The Mall/hotel will mostly offer rooms and suits that are optimally designed to maximize the experience for visitors and many outlets, cinema, spa, and other services.

- Components:

- Movie theater
- Shopping
- Spa and fitness center
- Restaurants and cafes
- Roof top pool and café
- Entertainment center

- Targeted Market:

The concept is targeted towards locals and tourists that includes upper middle class families, couples and friend groups

Information	
No. keys	110
Category	Luxury
Years Construction	1~3

CAPEX requirements

134
million SAR

Total development cost





Definitions

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Business drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Global trends	Latest business developments within the sector/product category
7	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
8	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
9	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
10	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
11	Enablers	Factors that enable investment in the underlying opportunity
12	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of $1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

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