

# DEVELOP 4 STAR HOTEL IN TAIF

INVESTMENT OPPORTUNITY SCORECARD

TOURISM & QUALITY OF LIFE

September 2021



# TOURISM & QUALITY OF LIFE DEVELOP 4 STAR HOTEL IN TAIF

Restricted / مقيد

High Potential

Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: : Opportunity to develop 4 stars hotels in Taif

## DEMAND

- Expected demand for numbers of keys in 2019:
  - Total of Trips 2,571K
  - Total Tourist Receipts 2,019M SAR
  - Avg. Visitor Spend 814 SAR
  - Avg. Occupancy: Hotel 61.9%, Apartment 66.2%
- Expected demand for number of keys in 2025 is 9K and in 2030 is 27K



## INVESTMENT OVERVIEW

### INVESTMENT HIGHLIGHTS

- To develop 4 star hotel 100-200 keys
- Expected Investment size 60-120 Mn SAR
- Investment model options: leasing, shared revenue model or 100% ownership
- Location: Taif
- Estimated Project IRR: 10-12 %

### VALUE PROPOSITION

- Opportunity to develop 27K number of keys in Taif by 2030
- Taif "The City of Roses" Travelling to Taif is a thrill. Visitors travel along a winding road through the mountains — passing fruit markets, rose farms and deep valleys along the way — before reaching the plateau upon which sits Taif. The city is known for the famously fragrant flowers that grow in the surrounding wadis and mountains. It's also known as Saudi's unofficial summer capital. Because of its altitude Taif is a cool escape from the heat. And while the roses bloom in April, the city really blossoms in August, when the Souq Okaz cultural festival and the Crown Prince Camel Festival are in full swing.

## MARKET OVERVIEW

### KEY DEMAND DRIVERS

- KSA is the largest economy in MENA, contributing 20%+ to the total regional GDP and is expected to grow at 2.9% post Covid-19 pandemic crisis which will result in booming tourism sector
- Investments made in infrastructure projects, ease and affordability of tourist visas and overall progress made in tourism sector are set to have a major impact on the growth of Taif's city hospitality sector

### MARKET READINESS

- In line with Saudi vision 2030, KSA aims to become an international tourist destination, with aspirations to attract 100 million visitors annually by 2030
- Well established tourism ecosystem led by the Ministry of tourism supporting investors across their journey which includes the tourism development fund, the Saudi tourism authority and Ministry of investment

# 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	Demand 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	Competitor analysis	List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	Latest business developments within the sector/product category
8	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
9	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	Factors that enable investment in the underlying opportunity
13	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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