



TOURISM & QUALITY OF LIFE MAKKAH CABLE CARS

Secret / سري

High Potential

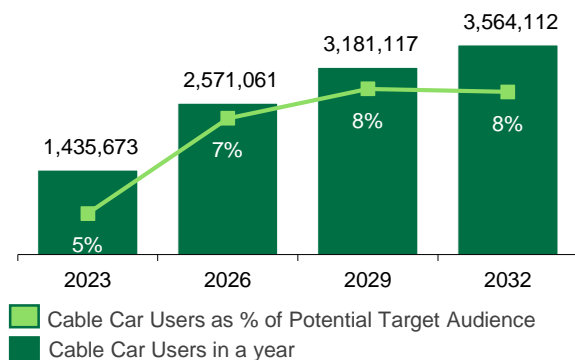
Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: Building Cable Cars Complex in Makkah with 4 Stations along 2 Main Cable Cars Routes offering multiple services such as Islamic Sites Visit, Food and Beverage Services, Recreational and Outdoors Activities such as Camel Riding, Small Hikes, Camping, sightseeing among other activities that will give visitors more options to choose from and uplift their overall visit experience.

DEMAND

MARKET SIZE – DEMAND FOR USING CABLE CAR IN A YEAR



INVESTMENT HIGHLIGHTS

- Investment Ticket
 - Phase 1: SAR 216,651,562
 - Phase 2: SAR 334,013,805
 - Phase 3: SAR 289,868,820
- IRR: 18.8%
- NPV: SAR 674,213,737
- Payback Period: 10.5 years
- ROI: 10.3%

INVESTMENT OVERVIEW

VALUE PROPOSITION

- A “Unique Culturally Engaging Experience” integrating culture, Islamic history, heritage, entertainment, and F&B:
 - Linking to Unique Landmarks (Jabal Al Nour and Jabal Thawr)
 - Spectacular views of the Haram and Makkah
 - Convenient and accessible from the central area
 - Entertainment activities, exhibitions, and events
 - Experience great food
 - Activities engaging several cultural sectors

KEY DEMAND DRIVERS

- Vision 2030's Target is to reach 30.0 million International Umrah Pilgrims by the year 2030.
- Enriching the experience is one of the goals of the Vision 2030. Initiatives have already started and are expected to increase demand and willingness to come.
- Pilgrims are willing to bundle Umrah with other activities showing the willingness to engage/use such Cable Car services.
- Saudi domestic tourism has exceeded expectations during the pandemic, despite the UNWTO describing 2020 as “the worst year on record in the history of tourism.” 10 summer destinations in the Kingdom generated \$2.3bn from June. 25 to Aug. 31.

MARKET OVERVIEW

MARKET READINESS

- Around 21.5 million Domestic and International Hajj and Umrah Pilgrims visited Makkah in 1440/2019 (2.3 Mn Hajj + 19.2 Mn Umrah).
- Vision 2030's Target is to reach 30.0 million International Umrah Pilgrims by the year 2030.
- The government have already started restructuring visa processes and issuing online visas. This will boost pilgrimage and touristic visits to KSA in the coming years.

GLOBAL TRENDS

- An increased focus on experience in KSA and globally is likely to drive a shift in the F&B market dynamic away from fast food towards “fast casual” formats as consumers attach greater weight to quality experience rather than convenience.