

PARKING PLUS - MAKKAH

INVESTMENT OPPORTUNITY SCORECARD

TOURISM & QUALITY OF LIFE

September 2021



TOURISM & QUALITY OF LIFE PARKING PLUS - MAKKAH

Restricted / مقيد

High Potential

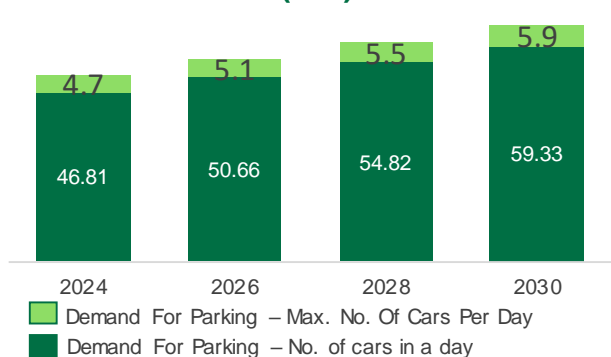
Moderate Potential

Low Potential

OPPORTUNITY'S DESCRIPTION: Create a network of Smart parking places, Parking Plus, connected via a reservation platform and providing the pilgrims, visitors, and prayers with a convenient, safe, and easy to use platform that allows them to reserve online, track their vehicles, pay online while at the same time giving them access to clean bathrooms, basic amenities, and public transportation.

DEMAND

MARKET SIZE – DEMAND FOR PARKING IN MAKKAH IN A MONTH – in (000)



INVESTMENT HIGHLIGHTS

- Investment Ticket SAR 57,896,434
- ROI: % 23.8
- IRR: % 25.2
- NPV: SAR 75,172,575
- Payback Period: 6.5 Years

INVESTMENT OVERVIEW

VALUE PROPOSITION

- Customers:
 - A Convenient Parking Experience:
 - Reserve and pay online
 - Safe Parking
 - Accessible
 - Convenient & Easy To Use
 - Rest, Freshen up, & Continue
- Investor:
 - Reasonable Cash Flow:s Investors will be able to generate cash flow s within few years after investment
 - Low Competition: INo Similar Experience currently in Makkah
- Government owner:
 - Improved Destination Management:
 - Ease Congestions in central area
 - Uplift the pilgrim's experience

KEY DEMAND DRIVERS

- Vision 2030's Target is to reach 30M 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.

MARKET OVERVIEW

MARKET READINESS

- Around 21.5 M Domestic and International Hajj and Umrah pilgrims visited Makkah in 1440/2019 (2.5 M Hajj +19 M Umrah).
- Vision 2030's Target is to reach 30M 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.

GLOBAL TRENDS

- Increasing trend amongst tourists to balance religious visits with cultural and heritage experience to enrich tourism experience
- Additional health precautionary and safety measures adopted across the globe due to Covid – 19 induced pandemic are leading to increased operational costs

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

DISCLAIMER

- This report must be used only to access information, and the information must not be construed, under any circumstances, explicitly or implicitly, as an offer to sell or a solicitation to buy or sell or trade in any opportunity herein mentioned.
- Ministry of Investment (MISA) has no undertaking to update these materials after the date, with the understanding that such information may become outdated or inaccurate.
- Mentioned information in this report is obtained from reliable sources but its accuracy and reliability are in no way guaranteed. No guarantee of any kind is tacit or explicit when projections of future conditions are attempted. MISA has used public/or confidential data and assumptions and has not independently verified the data and assumptions used in the analyses. Changes in underlying data or operating assumptions will clearly impact the analyses and conclusions.
- The financial evaluations, projected market and financial information, and conclusions contained in these materials are based upon standard methodologies, are not definitive projections, and are not guaranteed by MISA
- The content of this report must not be construed as an implied promise or guarantee for profit or limited loss express or implied by or from MISA or any of its officers, directors, employees and affiliates. All mentioned investments in this report are subject to risk, which should be considered prior to making any investment decisions
- MISA shall have no liability whatsoever to any third party, and hereby any third party waives any rights and claims it may have at any time against MISA with regard to this report, any services or other materials, including the accuracy or completeness thereof.

CONNECT WITH US FOR MORE DETAILS:
TQoL@misa.gov.sa

investsaudi.sa



[@investsaudi](https://twitter.com/investsaudi)

**INVEST
SAUDI** 