Qiddiya

Discover Qiddiya

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Overview

CEO Introduction

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Michael Reininger
Chief Excutive Officer

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What is Qiddiya

Overview

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Qiddiya is a new city, born from Vision 2030, set to become the Kingdom's capital of Entertainment, Sports and the Arts.

Vision 2030

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New opportunities

Qiddiya is predominantly for Saudis, and will bring together new opportunities and exposure at a scale and format never before seen in the Kingdom

Epic

Qiddiya is an integrated destination, built on an epic natural landscape on the doorstep of Riyadh

Transformation

Qiddiya is a central component of the economic and social transformation of Saudi Arabia and will deliver the core tenets of Vision 2030

Qiddiya's epic sites its on the doorstep of Riyadh.

Location

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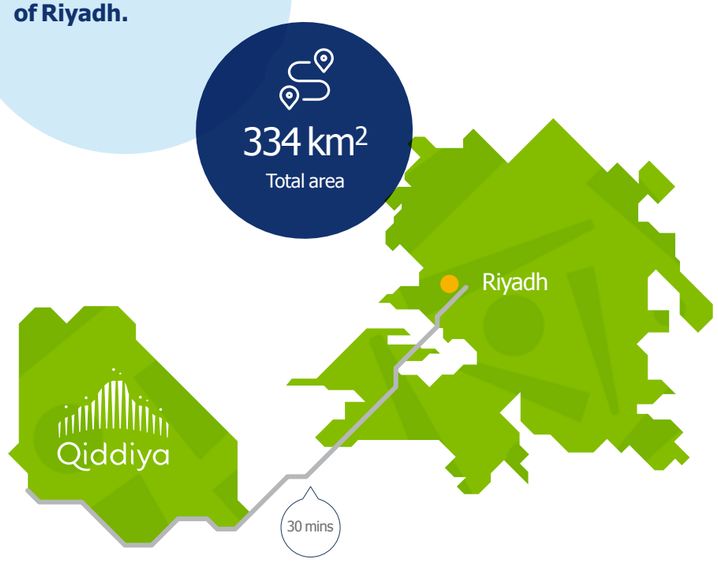

Key facts

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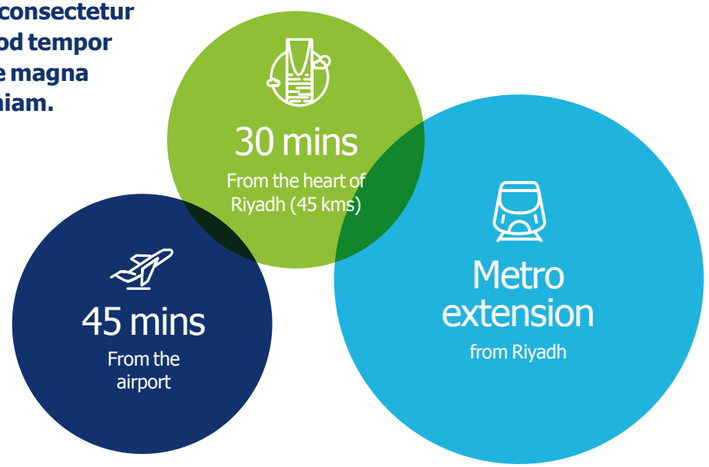

Market opportunity

Qiddiya aims to repatriate the billions of dollars spent outside the Kingdom on leisure and entertainment.

Demographics and income of KSA

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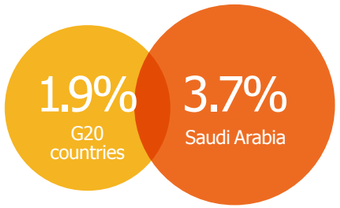
KSA residents spent $10 billion on leisure trips abroad…

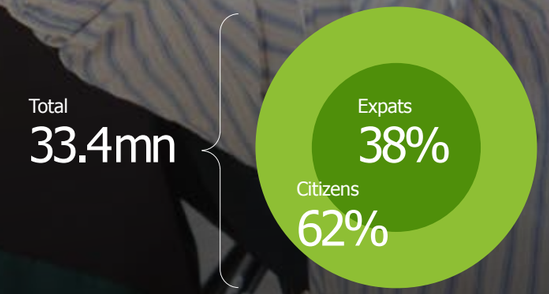
… with KSA being one of the highest spenders on outbound tourism
Spend as a % of GDP
(2017-18)



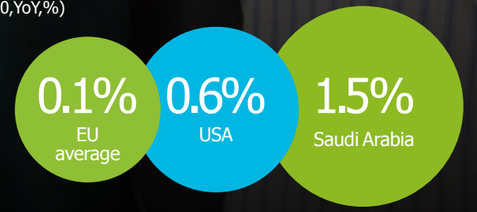
Primary, secondary, tertiary markets

Qiddiya has a powerful yet untapped primary market, the domestic Saudi consumer, which is ~21 million strong a nd fast growing.

Saudi Arabia is the most populous country in the GCC…
Total Population (2018, Millions)

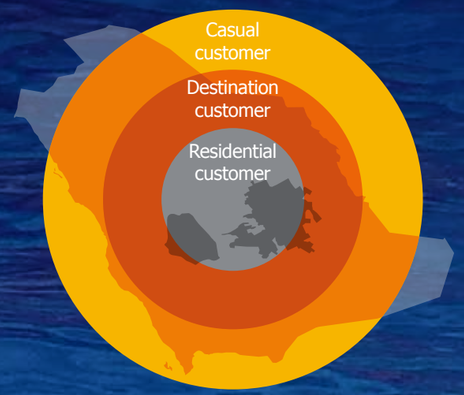


… and is forecasted to grow at a faster rate than high-income countries
Forecasted Growth
(2019-30,YoY,%)



Customer segmentation

Qiddiya's customer strategy is underpinned by three distinct customer behaviors



Casual customer
Customers living within a one-hour drive of Qiddiya represent by far the biggest single source market

Destination customer
Stems from outside the immediate regional boundary of Qiddiya and is characterized by visits that are less frequent, but longer in duration

Resident customer
Lives full time within the Qiddiya boundaries and might also be professionally linked to the project as an employee of a business

Our offering

Qiddiya will offer a broad portfolio of experiences expressed in five cornerstones, in direct response to identified customers.

Portfolio
5 cornerstones

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The overall portfolio of Qiddiya is organized by ideas expressed as our cornerstones, which guide the design of products and services targeted to Qiddiya's customers and development of experiences we believe to be most attractive to them.

+
Real Estate
& Community
Services

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Parks & Attractions

Why

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Parks and Attractions are the "tentpoles" dedicated to Entertainment as its central purpose. These components most visibly create market perception for Qiddiya and satisfy the desire to capture indelible lifelong memories and build emotional connections with loved ones.

Sports & Wellness

The gateway to accessing health and character-building attributes through participation in sports.

Why

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The gateway to the science & technology associated with people in motion expressed through unparalleled collection of facilities that position Qiddiya as the motorsports capital of the world.

Motion & Mobility

Hospitality portfolio

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Retail portfolio

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Residential portfolio

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Commercial/ Industrial

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The gateway to creating a 24/7 fully integrated entertainment destination for the enjoyment of all.

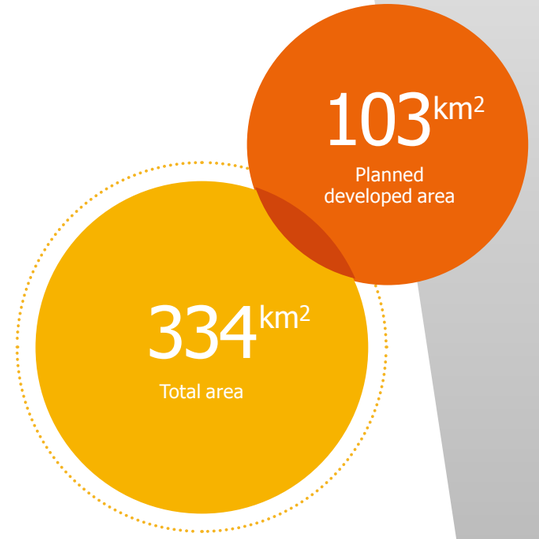
Real estate & community services

The development

Qiddiya's Master Plan is carefully crafted to respect and enhance the site's natural patterns.

Masterplan
4 Nodes

- Built on an open space network that is informed by the natural flow of the water in order to create an unique environment unlike the surrounding areas.
- Dispersed into several "development nodes" that are attached to the open space network, within which exist Qiddiya's facilities that offer unique experiences.
- Supported by transportation and a utility network which activates these major nodes.



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City Centre

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Motion zone

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Eco zone

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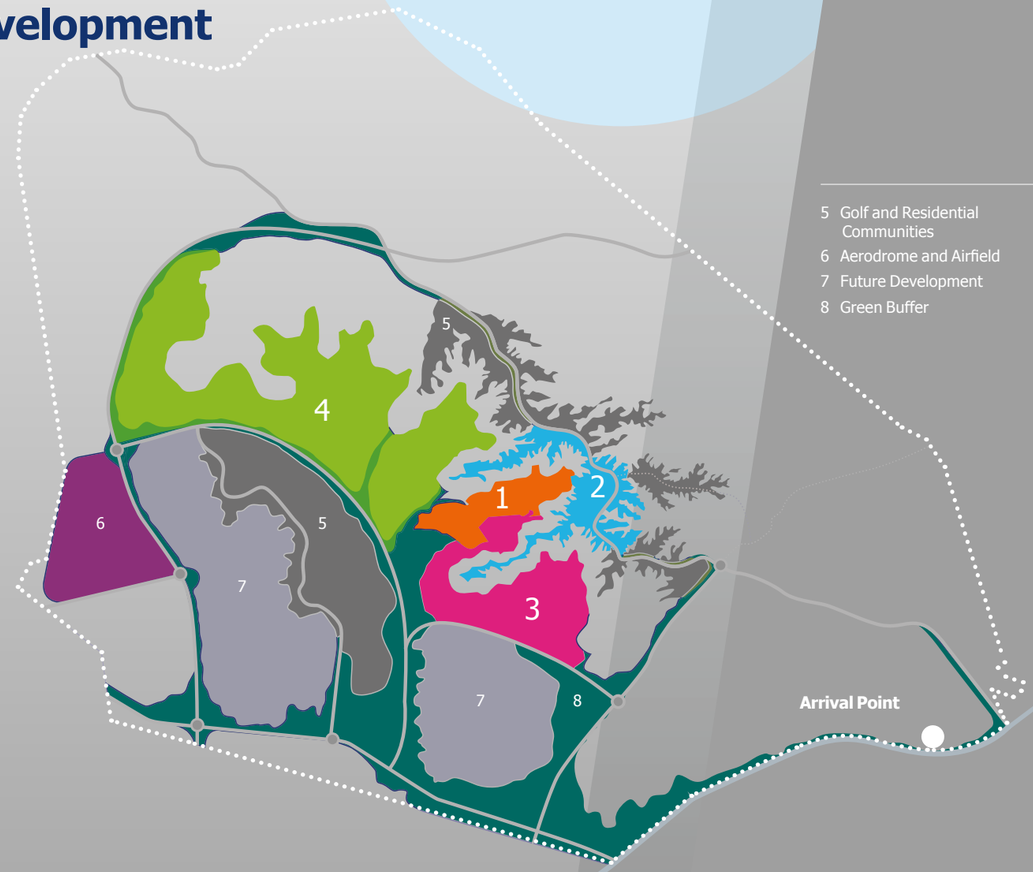
Development



5 Golf and Residential Communities
6 Aerodrome and Airfield
7 Future Development
8 Green Buffer

This area of the site focuses on active and passive encounters with the natural environment. The Eco Zone provides recreational and educational activities, fostering a greater appreciation and stewardship of Qiddiya's unique desert ecosystem.

Eco zone

Key facts

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Attractions

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Mountain biking

Golf

Hiking

Doing business

Financial participation with Qiddiya, a powerful and strategic sponsor, will be possible in three ways.

Ways to do business

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Entity level ownership

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Direct ownership

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Value added infrastructure

Qiddiya will also include critical and value-adding infrastructure elements which will enhance connectivity.

Land infrastructure

- Innovative and sophisticated infrastructure network including:
  – transportation network
  – utility network
  – walkways and bikeways
  – public realm
- Investment of SAR 8.5 Bn undertaken by the government .

Social infrastructure

- Community mosques across the city including a Grand Mosque in the city center
- 40-bed general hospital
- Schools for Qiddiya residents
- Civil defense and safety facilities.

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Governance
Board of Directors

H.R.H. Mohammad bin Salman bin Abdulaziz Al Saud
Chairman

H.H. Dr. Abdulaziz bin Mohammed Al-Mogren
Member

H.E. Dr. Majid bin Abdullah Al Qasabi
Member

H.E. Mr. Mohammad bin Abdul Malek Al-Alsheikh
Member

H.E. Mr. Majed bin Abdullah Al-Hogail
Memb

H.E. Mr. Sulaiman bin Abdullah Al-Hamdan
Memberer

H.E. Mr. Ahmed bin Aqeel Al-Khatib
Member

H.E. Mr. Yasir bin Othman Al-Rumayyan
Member

H.E. Eng. Ibrahim bin Mohamed Al-Sultan
Member

H.E. Dr. Fahad bin Abdallah Toonsi
Secretary General & Member

Michael Reininger
Chief Excutive Officer

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Executive Management

Michael Reininger
Chief Excutive Officer
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Abdulaziz Ahmed Al-Remaihi
Chief Administration Officer

Bruce Snyder
Chief Financial Officer

Don Potts
President, Parks & Attractions

Faisal Almoither
Chief Of Staff

Kareem Shamma
Chief Development Officer

Khalid AlAseeri
General Counsel

Wadi Abiani
Executive Director, Marketing and Corporate Communication**s**

William (Bill) J. Barbino
Executive Director Strategy

Recap

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Partnerships

A unique set of circumstances has given rise to a powerful **business opportunity** to cater to the **demand for leisure and entertainment** within the Kingdom and enable its **economic and social advancement**

First Mover Advantage

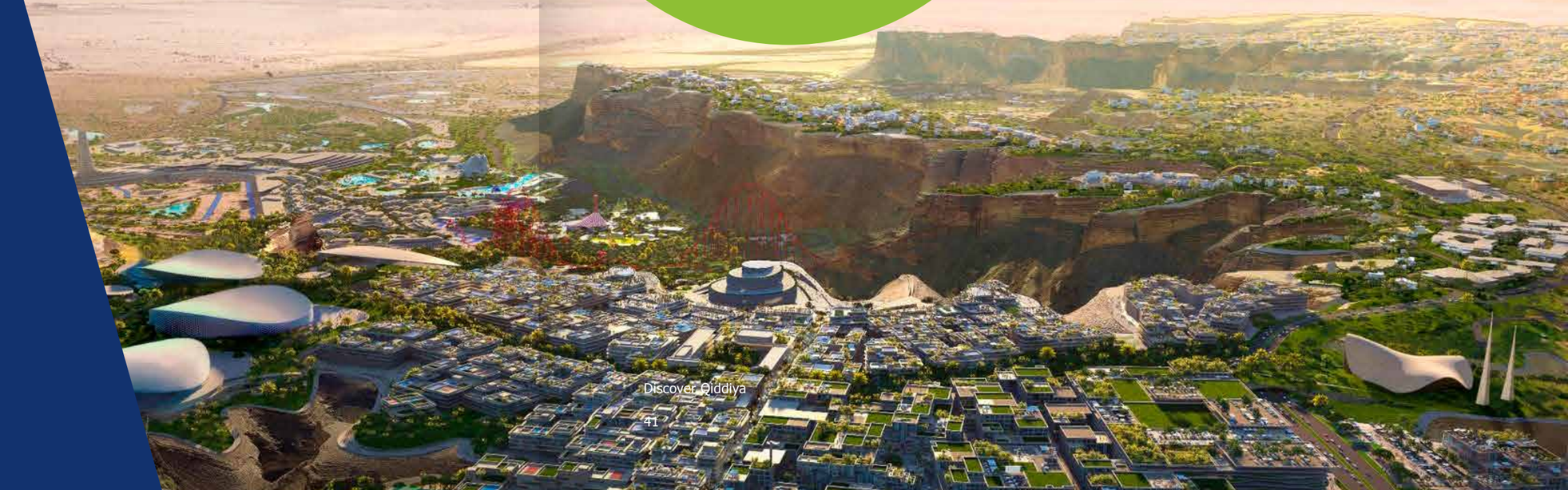
Today, Saudis access and spend a substantial amount on **entertainment abroad** given the **lack of high quality offerings** locally

Strategic Alignment

Born from the **strategic vision** of the Kingdom, Qiddiya is a **product response** in a market in high demand with limited supply and targeted to a **large, fast growing, motivated and untapped customer base** of >20 million in the core market, ~6 million in the secondary market and ~2 million in the tertiary market today

Sponsorships & Collaboration

Backed by a **strategic sponsor**, PIF, Qiddiya is a one-of-its-kind **integrated city** in a location that is ideal, accessible and unique, that will develop and offer a **broad portfolio** of innovative and inspiring **facilities and programs** across Entertainment, Sports and the Arts

Social & Economic Diversification

Lastly, given its **dual economic and social objectives**, Qiddiya's organization is structured to distinguish and preserve the "**for- profit**" vs. the "**not for profit**" elements with **partnership opportunities** being available in a variety of ways