



Fact Sheet

Introduction

Qiddiya is a cultural, sports and entertainment destination in the Kingdom of Saudi Arabia and the first of its kind worldwide. The Project is set to become a prominent cultural landmark and an important hub to satisfy and meet the recreational, social, and cultural needs of the current and next generation in the Kingdom.

Project Location

The Project is strategically situated 40 km away from downtown Saudi Capital Riyadh with a total area of 334 km². The current estimates suggest that the developed area will occupy approximately 34 km² and the remainder of the land will be allocated for a major safari area and future expansions. The site is also characterized by unique mountainous terrains, featuring multiple highlands. The site's striking 200m high cliffs overlook the location and come into view when visitors drive to Qiddiya. These highlands will offer great potential for so many entertainment offerings, activities, and attractions.

The site can easily be reached and has unique geographical and natural characteristics with breathtaking views. It takes approximately one hour by car to reach the location from King Khaled International Airport and approximately 20 minutes away from downtown Riyadh as a result of accessible highways, making Qiddiya a great regional attraction.

Project Characterizes

Qiddiya encompasses six main clusters: Theme Parks, Sports Arena, Wheel & Wings, Water & Snow, Scenic & Animal Encounters, and Event Culture & Education. The destination will also feature a series of the finest architectural buildings and hotels of the highest standards, with stunning scenery as well as elegant designs that provide comfort to visitors all year long.

The Project will additionally include popular restaurants and brands that offer the best dining and shopping experiences. Qiddiya will cater for all ages and needs with a variety of offerings to suit all segments of the society.

Qiddiya's vision is to be the Kingdom's iconic entertainment destination; home of activities, discovery, and engagement. The project aims to transform the concept of entertainment in the Kingdom. Qiddiya offers recreational and cultural activities to suit all segments of the society in the Kingdom. The facilities and sports activities are unique, and contribute to the discovery and development of the talents and skills of the Saudi youth, whilst motivating them to achieve excellence at local, regional and international levels.

Project Timeline

The Project will be developed according to the following phases:

- Phase One (2016 - 2022) Building distinct anchors
- Phase Two (2023 - 2025) Development of the Clusters
- Phase Three (2026 – 2035) Growing Capacity

The Socio-Economic Impact of Qiddiya

The Project emphasizes the Public Investment Fund's direction and its vision for the future, where investments in unused lands will take place through developing quality projects, that serve the country and its citizens. Thus utilizing these lands and transforming them into a commercial hub to generate additional revenues in favor of the Saudi economy, increase cash inflow and positively impact Saudi Arabia on a long-term basis.

Furthermore, the Project helps redirect tourism spending into the Kingdom, by providing distinct entertainment options for residents, which are currently unavailable to explore and experience without the need to travel to other countries and incur extra expenses abroad.

The Project will attract a huge share of Saudis' overseas tourism spending. It will become an attractive destination for all, locals and expats, to spend short holidays in the Kingdom, rather than traveling abroad in search of entertainment.

The Project will also contribute in the real estate development of the area to attract residents seeking to buy second homes at Qiddiya to spend their weekends and vacations. The Project is expected to encompass 4,000 residential units by 2025, and 11,000 by 2030.

By 2030, the number of annual visitors of Qiddiya is expected to reach 17 million for the entertainment sector, 12 million for the shopping sector and 2 million visitors for the hospitality sector. The Project is also expected to contribute to up to SR 17billion of GDP by 2030 and provide 57,000 jobs.

In accordance with Vision 2030

This development is one of the major projects that will play a part in Saudi Arabia's Vision 2030. It is an opportunity that will create quality investments inside the Kingdom for the benefit of the country and its residents.

The Project contributes to the diversification of the economy and will create a myriad of job opportunities for young Saudis and opening up new opportunities for the private sector in various industries. It will bring about a significant transformation, by achieving prosperity and progress in the Kingdom; improving the quality of life of its residents and elevating the capital Riyadh to become one of the world's top 100 cities to live in. The project also contributes to empowering Riyadh's competitiveness, boasting its investment attractiveness, and supporting its tourism and entertainment facilities.

Qiddiya Project and Public Investment Fund (PIF)

Qiddiya is one of the many projects initiated by the Public Investment Fund (PIF) in the Kingdom of Saudi Arabia. It grows the assets of the Public Investment Fund and elevates its role to being one of the catalysts that diversify the economy in the Kingdom. The Public Investment Fund plays a key role in securing the necessary funds in the early stages of the Project, particularly for the development of the infrastructure pending the attraction of the necessary investments. The Fund also plays a vital part in the adoption of appropriate financial and regulatory incentives to increase Qiddiya's appeal.