



# الهدى بارك AL HUDA PARK

# About Hamat

Hamat Holding is a leading visionary in Saudi Arabia's retail landscape. With malls across major cities like Riyadh, Jeddah, and Dammam, we develop, own, and manage premier shopping and commercial destinations.

## Vision:

To redefine retail by creating vibrant, family-centric destinations that foster community, celebrate culture, and align with Saudi Vision 2030, transforming shopping into unforgettable experiences.



## Ambition:

To be the leading commercial real estate developer in KSA, driving GLA leadership, revenue growth, and investment benchmarks, and becoming the most loved destination.

15+

Properties

400+

Events (Annually)

1M+

GLA (sqm)

80M+

Footfall

98%

Occupancy

2+

Malls in pipeline



MAKKAH

01

# Makkah – a market on the rise



## Strategic Location

Administrative capital of Makkah Province – just 70km from Jeddah



## Strong Economic Outlook

Forecasted GDP growth of 7.3% annually by 2030, surpassing the national average of 6.2%.



## Retail-Driven Growth

One of the highest contributors to retail tourism spending in the Kingdom, in line with a Pillar 2 of Saudi Vision 2030 focused on non-oil sectors.



## Unmatched Footfall Potential

Infrastructure development and urban expansion initiatives enhance the city's appeal while creating more job opportunities.

رؤية  
VISION  
2030

## Capital & Investment Shift Toward Makkah

As giga-projects recalibrate, capital consolidates in Makkah, driven by population growth and religious tourism demand.

By 2030, retail spending is projected to grow from **SAR 96 billion** to **SAR 145 billion**. Yet the city remains underserved by modern retail and lifestyle destinations. This is the moment, and Al Huda Park is at its center.

# Makkah City – Makkah in numbers

YEAR 2025

Makkah's expected population:

 **2.4M**

 No. of households

**616,000**

 Size of household

**4 members**



Residential Supply in Makkah is expected to grow by 24% by 2030

EST. 2030

Makkah's expected population:

 **2.85M**

 No. of households

**771,000**

 Size of household

**3.7 members**

The supply of residential units in Makkah is expected to grow by 24% adding nearly 170,000 units to the total supply by 2030.

**Tourists 38M**

Inbound 15.4M

Domestic 22.6M

## Reason for travel

**Inbound**  
55% Religious  
34% Leisure  
09% Business  
02% Other

**Domestic**  
11% Religious  
69% Leisure  
14% Business  
06% Other

45% Saudis  
55% Non-Saudi

**Tourists 50M**

Inbound 25M

Domestic 35M

# The opportunity ahead

Despite its scale, Makkah's retail landscape is fragmented and limited. With only a few small malls and limited entertainment or dining options, demand continues to outpace supply.

Located on the 4th Ring Road with access to the entire city within 30 minutes, Al Huda Park steps in as one of the first truly integrated retail, dining, and leisure destinations.

## First mover advantage

- No major malls within a 10km radius
- Limited variety and quality in retail offerings
- Limited premium dining and entertainment options.



# الهدى بارك AL HUDA PARK

A gateway to opportunity in a city that welcomes millions of visitors from around the world and is home to a rapidly growing population.

# 02

الهدى بارك  
AL MUDA PARK



# Al Huda Park at a glance

GLA (sqm)  
**50K**

Annual Visitors  
**12M+**

Parking Space  
**1,350+**

Outlets  
**300+**

## Vision

To be the region's most vibrant lifestyle and retail destination.

## Mission

To create an engaging mix of quality entertainment, dining and retail that caters to all of our community.

# Site Analysis – The places distance from Al Huda Park

-  Outstanding Location  
On the 4th Ring Road
-  Densely Populated
-  Close to the main religious sites
-  Well connected  
20 minutes drive



**Primary Catchment**  
5–10-minute radius  
(Southwest Makkah districts)

**Visit Frequency**  
Multiple times/month

**Primary Need**  
Daily essentials, Ent, Retail, Dining

**Customer Type**  
Families

*Stable weekday patronage and repeat business*

**600K+** Current  
**200K+** Upcoming

**Secondary Catchment**  
15–30-minute radius + Pilgrims

**Visit Frequency**  
Weekend/Special occasions

**Primary Need**  
Lifestyle, Dining & Entertainment

*High-value transactions, especially during peak seasons*

**1.8M+** City residents  
**19M+** Annual pilgrims

Additional expected footfall from the Umm Al Qura university with over 30,000 students (~15 min drive).

# Site Analysis – Makkah’s evolving urban landscape

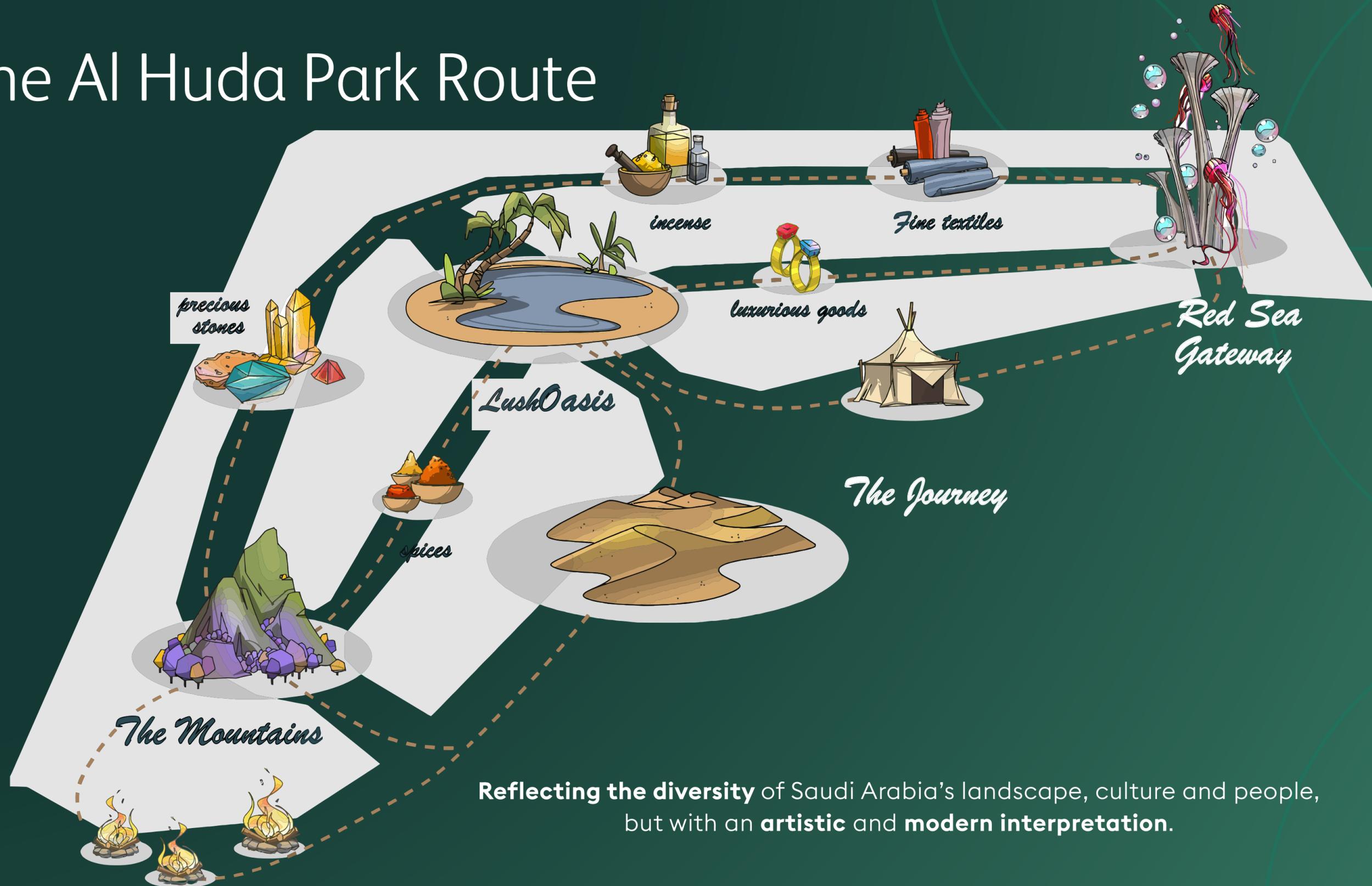
LEGEND	EXISTING MALL	DISTANCE (KM)
A	AL SHAREA MALL	22
B	MYAN YARD	21
C	AL DIYAFAH MALL	9
D	SOUK AL HEJAZ	6
E	MAKKAH MALL	13
F	ABRAJ AL BAYT	8
G	JABAL OMAR	8
H	MASAR MALL	7



District	Distance (km)	Estimated Population
Al Muhammadiyah	2	19,000
Al Shawqiah	3	25,000
Al Iskan	4	24,000
Al Kakiah	5	36,000
Batha Quraysh	5	42,000
Al Rusayfah	5	25,000
Al Zaidy	7	26,000
Waly AlAhd	9	55,000
An Nuzhah	10	31,000
Al Aziziah	11	52,000
As Zarah	11.7	42,000
Al Naseem	12	10,000
Al Shisha	14	50,000
Ad Difayah	14	24,000
At Taysir	15	27,000
Al Awaly	19	49,000
Al Sharai	22	63,000

- Al Huda Park will be the primary destination for the residents of over 42K housing units of AlManar by Roshn, Dahiya Sumo & Makkah Gate
- Al Huda Park and Masar Mall are the only two upcoming Malls in Makkah with defined opening dates

# The Al Huda Park Route



Reflecting the **diversity** of Saudi Arabia's landscape, culture and people, but with an **artistic** and **modern interpretation**.



# Design with a purpose

Al Huda Park's design is rooted in both modern ambition and Makkah's traditions. Waterfalls, greenery, Rawashin-inspired details, and curved glass domes create an identity that feels both iconic and authentic. It is a space that is immersive, welcoming, and guided by sustainability at its core.



Nature inspired aesthetics



Iconic and contemporary design



Engaging public spaces



Sustainable and smart systems



Cultural expression



Facade



Boulevard



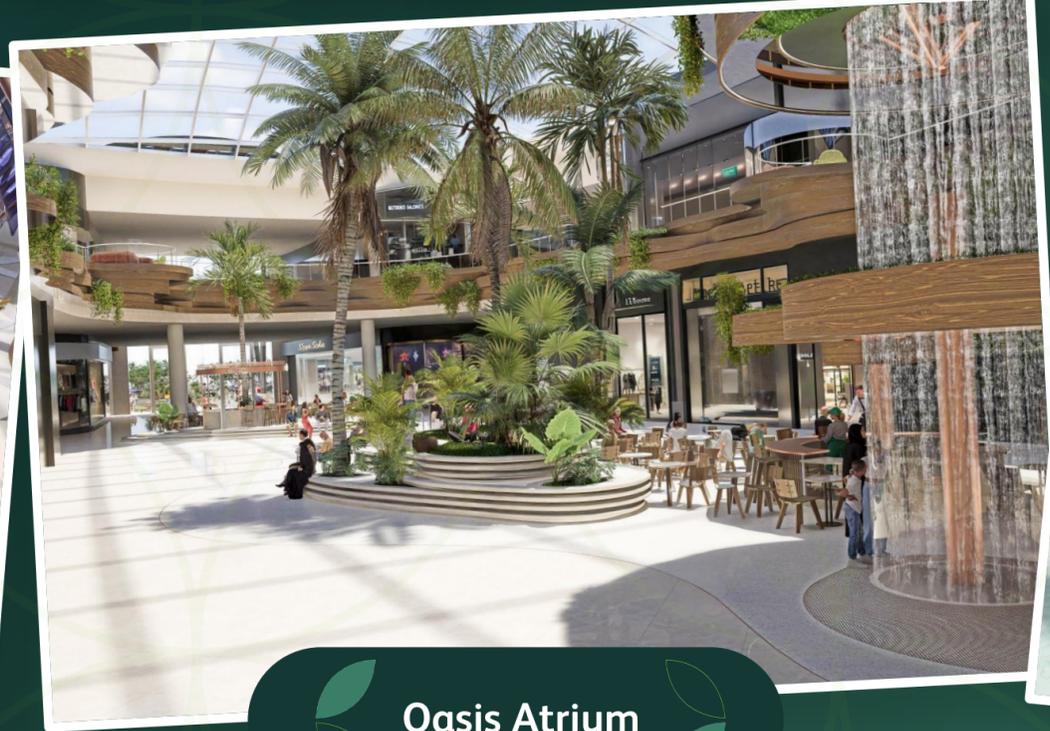
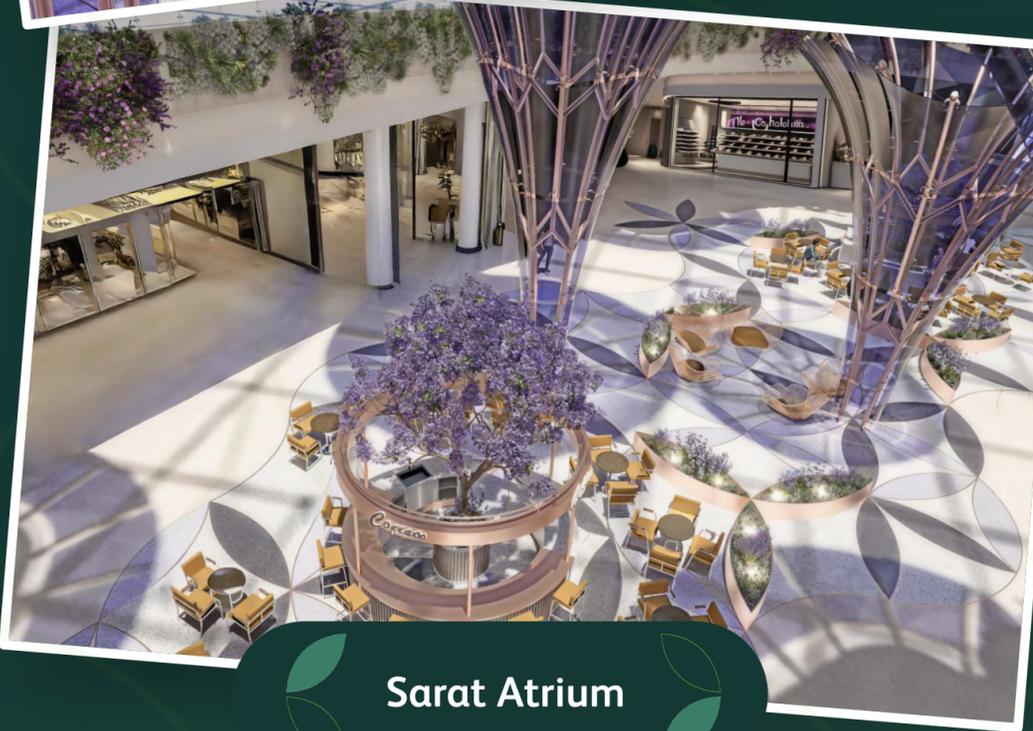
Sarat Atrium



Oasis Atrium



Red Sea Atrium



# An environment built around people

Here, everyday errands feel refined and even quick stops come with thoughtful details:



## Retail mix

Essentials and aspirational brands side by side.



## Dining

From casual bites to international favorites.



## Entertainment

Family zones, play hubs, and cultural programming that bring people together.



## Community

Prayer rooms, pharmacies, telecom services, and daily conveniences ensure relevance for all.

# The brand promise

Where discovery never ends...

Al Huda Park is built on one guiding essence: discovery. Each visit feels fresh, and every return reveals something new. This spirit shapes everything from the leasing mix to events, from design to digital presence.

**It is a place that evolves, surprises, and inspires loyalty.**



# Why Al Huda Park?

Six pillars of strength



## High Growth

underserved market  
unmatched scale and demand.



## Prime Location

positioned on 4th Ring Road with  
strong residential catchments.



## Diverse Mix

across fashion, dining,  
leisure, essentials.



## Modern Infrastructure

sustainable, premium  
layouts.



## Tenant Support

through flexible leasing  
and Hamat's expertise.



## Brand Visibility

connect with millions  
through 12M annual visits  
and strong marketing.



# Al Huda Park Ground Floor



# Al Huda Park First Floor

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