

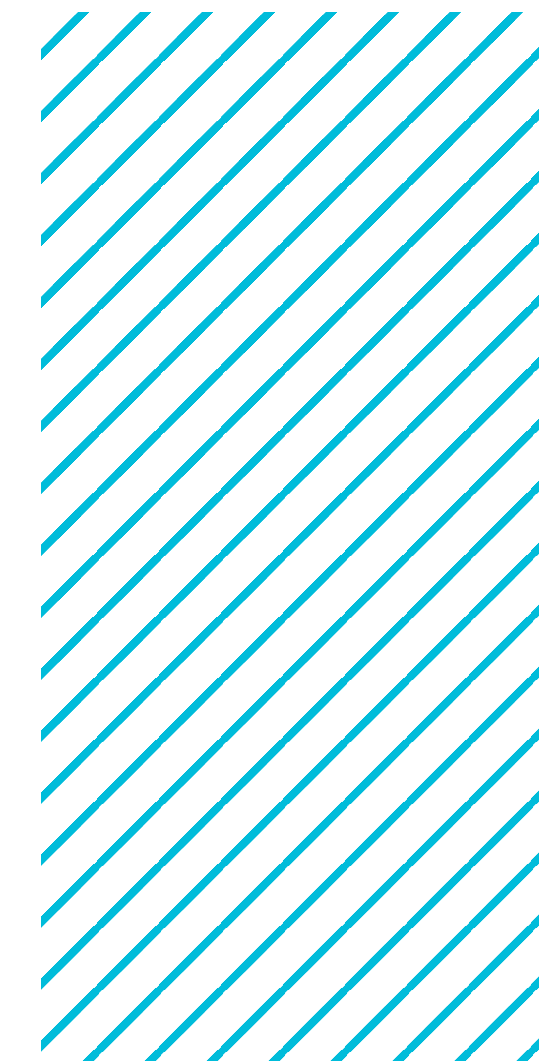
**J9DUR**

شركة دور للضيافة  
Dur Hospitality Company

# DUR HOSPITALITY

MAY 2023





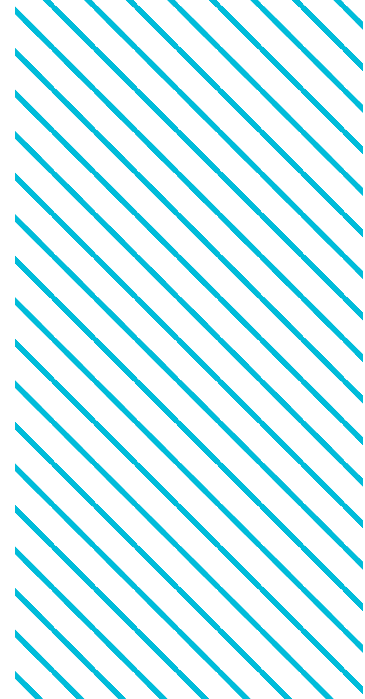
## OUR BEGINNING

A publicly listed company specialized in the hospitality and residential sectors in Saudi Arabia, established in 1976.

Stretching for over 4 decades, we manage, develop, operate hotels and residential communities across the Kingdom of Saudi Arabia.

Our diversified portfolio encompasses 33 properties, in addition to 15 new properties under development and design across the Kingdom.





# OUR BUSINESS

## REAL ESTATE & HOTEL DEVELOPMENT

We deliver outstanding projects, covering the full experience from concept, to design, constructions and operations.

## HOTEL OPERATION AND MANAGEMENT

We partner with the world's top hotel operators and revamped our arm, Makarem, to operate in the two holy cities of Makkah and Madinah.

## FACILITIES & PROPERTY MANAGEMENT

Benefiting from our extensive experience in hotel operations, we provide professional services in facilities and property management with complete focus on quality and excellence at all touch points.





THE PERFECT COMBINATION



JOUR

شركة دور للضيافة  
Dur Hospitality Company

## BRAND OVERVIEW

### BRAND IDEA

Relentlessly striving to create the perfect combination.

### WE EXIST

To serve as an exemplar within Saudi and beyond for the successful and responsible development of the hospitality business and for delivering outstanding hospitality services.

### WE BELIEVE

That attracting and running partnerships is the oxygen of our business

In making prodigious and unceasing efforts to optimise our partnerships and create the perfect combinations

In demanding of ourselves and our partners the very highest standards

In matching our partners for agility and smart, focused innovative thinking

In using our long established intimacy with, and expertise in, Saudi at every opportunity

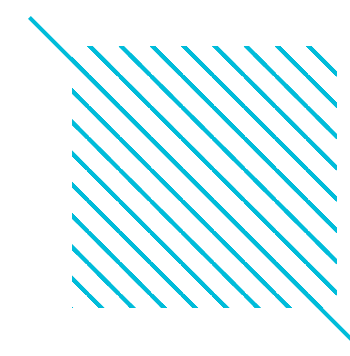


# OUR BRANDS

## DUR BRANDS



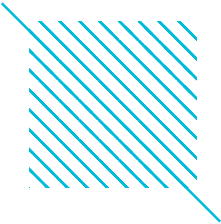
## DUR PARTNERS





# OUR PORTFOLIO

\* Properties in The Pipeline   ■ Hotels   ■ Compounds   ■ Serviced Apartments



## TABUK

### HOTELS

Holiday Inn & Suites Tabuk

## MEDINA

### HOTELS

\* Makarem Al-Awqaf Hotel

## JUBAIL

### HOTELS

Holiday Inn & Suites Al Jubail

## UMLUJ

### SERVICED APARTMENTS

\* Dara Serviced Apartments - Umluj

## JEDDAH

### HOTELS

Shada Hotel - Shatea  
Shada Hotel - Salama  
\* Shada Hotel - Khalidiya  
\* Shada Hotel - Tahlia  
\* Rixos Obhur Jeddah

### SERVICED APARTMENTS

Dara Serviced Apartments - Alhamra  
Dara Serviced Apartments - Alsalam  
Dara Serviced Apartments - Quraish  
\* Dara Serviced Apartments - Heraa  
\* Dara Serviced Apartments - Al Cornish Kings Avenue

### COMPOUNDS

Dur Al-Yasamin Compound  
Dur Al-Rawdah Compound  
Dur Al-Andalus Compound

TABUK

UMLUJ

MEDINA

RIYADH

JEDDAH

MAKKAH

ABHA

## MAKKAH

### HOTELS

Makarem Ajjad Makkah Hotel  
Makarem Umm Alqura Hotel  
Makarem Al-Bait Hotel  
Makarem Mina Hotel  
\* Makarem Ajjad Makkah Expansion  
\* NUR Alnasim by Makarem  
\* NUR Alrawabi by Makarem

## ABHA

### SERVICED APARTMENTS

Dara Serviced Apartments Al Shifa  
\* Dara Serviced Apartments - Al Areen

## RIYADH

### HOTELS

Riyadh Marriott Hotel  
Riyadh Airport Marriott Hotel  
Marriott Executive Apartments  
Marriott Courtyard Hotel  
Marriott Hotel Diplomatic Quarter  
Marriott Executive Apartment DQ  
Crowne Plaza Riyadh Palace Hotel  
\* Smart Zone Hotel

### SERVICED APARTMENTS

Dara Serviced Apartment - Al-Rayyan  
Dara Serviced Apartment - Qurtuba

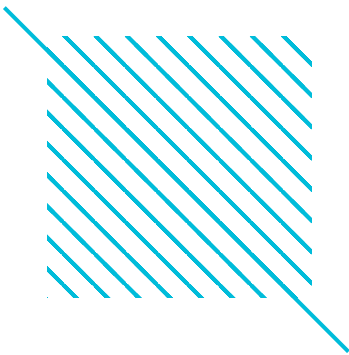
### COMPOUNDS

Darraq DQ Villas & Apartments  
Dur Al Wadi Compound  
Dur Al Sharq Compound  
Dur Bader Compound  
Dur Al Maather Compound  
Tuwaiq Residential Compound  
Al Murabba Residential Compound  
\* Darraq DQ Phase 6  
\* Darraq Alhada Compound  
Awal Plaza

Note: Shada and Dara are managed by Shada Hospitality Company, a company acquired by Dur Hospitality



# KEY FIGURES



08

Cities

13

Hotels

10

Residential Compounds

08

Serviced Apartments

01

Commercial  
Mall

33

Properties Under  
Operation

3,265

Rooms and Suites  
Under Operation

1,686

Residential Units  
Under Operation

552

Serviced Apartments  
Under Operation

75

Commercial  
Units

15

Project Under  
Development

1,774

Rooms and Suites  
in the Pipeline

103

Residential Units  
in the Pipeline

221

Serviced Apartments  
in the Pipeline

1600

Employee



# أمدلس

مكارم  
MAKAREM

أمدلس

A picture of the new main lobby, Makarem Ajyad





Founded in 1983, Makarem Hotels is an award-winning Saudi hotel brand by Dur Hospitality, specialized in serving the pilgrims of the two Holy Cities of Saudi Arabia through authentic Saudi unique hospitality concept that rise to international standards.

Offering tailor-made innovative services and products to meet the growing needs of pilgrims and travelers, Makarem currently hosts over 1,560 rooms, in addition to over 500 rooms in the pipeline, strategically aligning with the brand's plans to expand its presence in the two Holy Cities and increase its portfolio to 10,000 rooms by 2028.





Makarem Ajjad Hotel





## Makarem Awqaf Burj Al Madinah







حاصل على الشهادة الذهبية  
للريادة في تصميمات الطاقة والبيئة

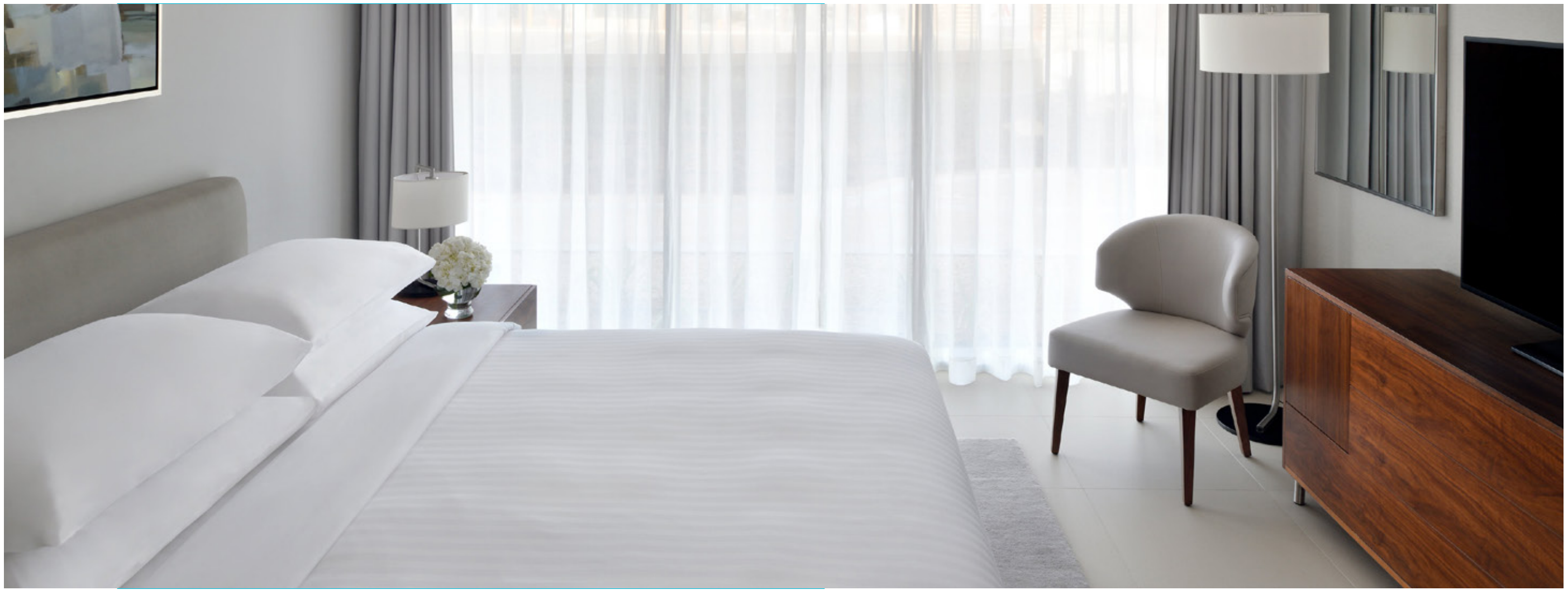


Our well-established partnership with Marriott International has been ongoing for more than 40 years ever since the inauguration of the first Marriott in the Middle East. This partnership has been strengthened when we signed an agreement to operate Marriott Hotels, Marriott Executive Apartments, and Marriott Courtyard.













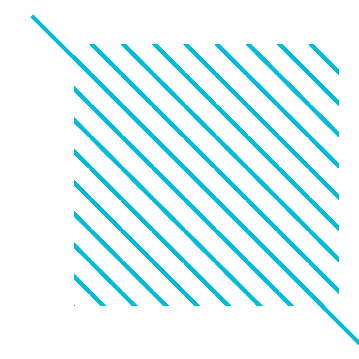
Dur Hospitality has sealed an agreement with Accor to open a luxurious tourist resort in Jeddah, under its Rixos brand.

Dur will upgrade and restyle the Makarem Annakheel Village, transforming it into a full-fledged tourist resort with a 5-star luxury hotel, a water park, swimming pools, and villas featuring private pools, all of which will be developed in line with the top standards adopted by the Rixos brand. What's great to mention it's the first Rixos resort in the Kingdom.



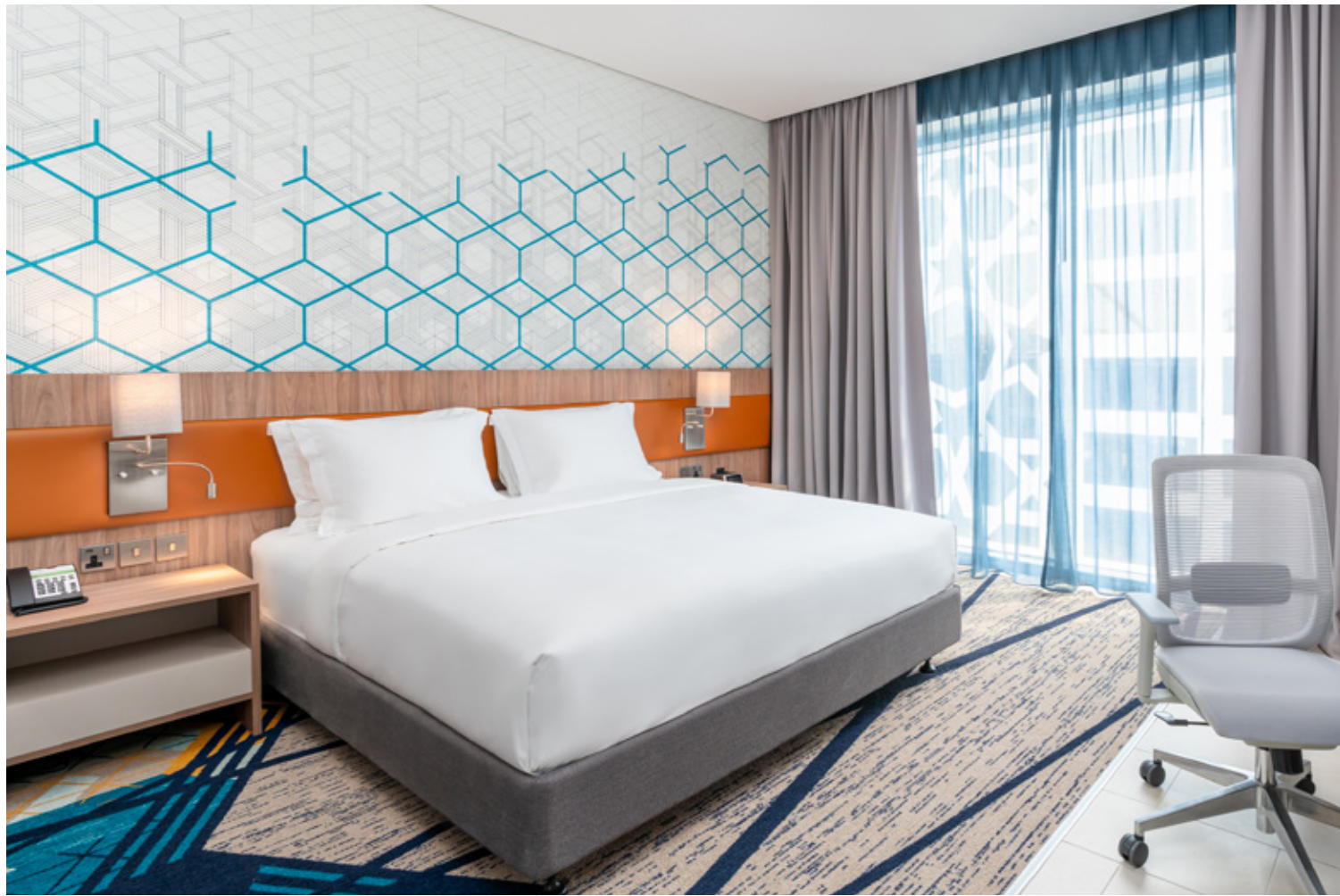






Dur Hospitality operates two properties under Holiday Inn brand, one is located in Tabuk, containing 144 rooms & suites, the other is located in Jubail industrial zone, containing 143 rooms & suites. Ranging between single and double rooms & suites to cater to long-stay guests needs.









Crowne Plaza Riyadh Palace is strategically located in the Ministries Quarter, a popular business district that is close to major Saudi financial institutions and Government offices.

Productivity and rejuvenation go hand in hand at the Crowne Plaza Riyadh Palace, which redefines the business travel experience and offers a comprehensive range of facilities to meet the needs of corporate and MICE travelers. For those in town on business, the hotel features five meeting rooms spanning 1,400 sqm and a dedicated team to execute seamless events.







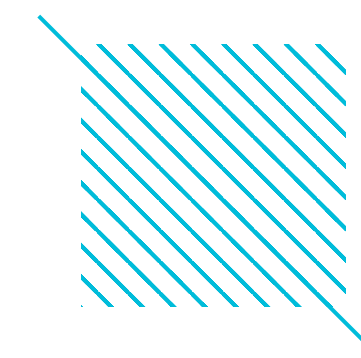


# داراق DARRAQ

A project of premium residential units in the Diplomatic Quarter in Riyadh. The project consists of 434 residential units, including different models of villas and fully-furnished apartments in different sizes.

Some residential units are equipped with smart home system to offer more protection, luxury and comfort, in addition to applying sustainable development and energy consumption rationalization techniques.

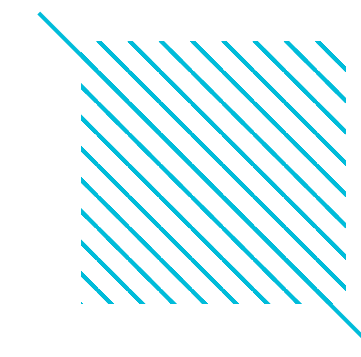
It also features excellent public facilities, parks, sports clubs, schools as well as private wellness and recreation centers.











## داراق AL HADA DARRAQ

Travel around the park-laden landscape in Riyadh and you will find a distinct style fusing Greek architecture with lush livable spaces.

A property that stands out from all the rest. It's new. It's fresh. It is distributed across one of the highly desired locations in Riyadh, AlMaathar, with 3 minutes' drive to the DQ, Darraq ALHada comprises 75 luxurious, premium residential units. These delightful 2 or 3-bedroomed properties represent the height of lavish, modern living, and are amongst the most eagerly desired in the Kingdom.





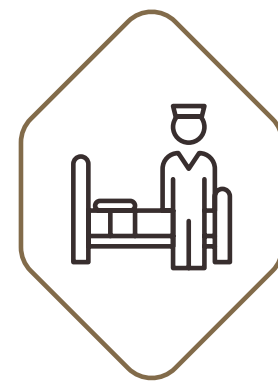


# FEATURES OF DARRAQ APARTMENTS

The Darraq Apartments were established to reflect the highest standards of quality and luxury in their design to become the ideal model of absolute elegance that elevates common standards to achieve the requirements and needs of its inhabitants. In keeping with that promise, there are a variety of designs in different unit sizes that adhere to modern styling, while also providing a myriad of facilities, 24-Hour maintenance, and long-term guarantees on select aspects of the project, in addition to many other features that include:



Different unit setups (2 to 3 bedrooms)



Separate rooms for a maid and driver



Outdoor areas, such as balcony access and backyard



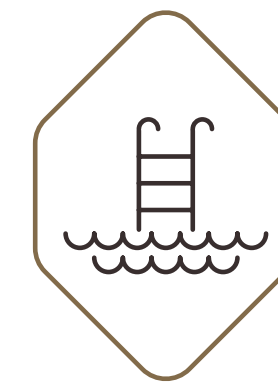
Secured and automated building access through magnetic keycards



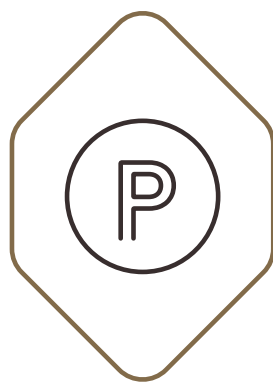
Special services such as housekeeping



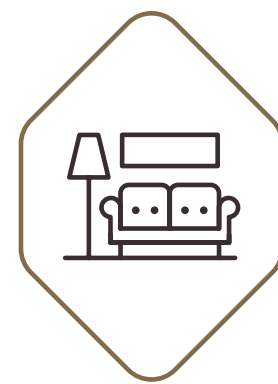
Thermal and water insulation designed with the latest international standards



Swimming pool



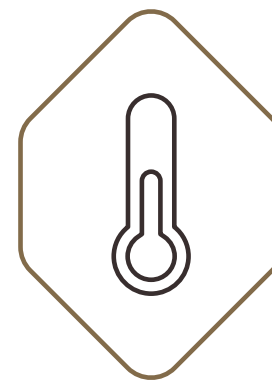
Private shaded parking spaces



Furnished with the finest furnishings



German kitchens



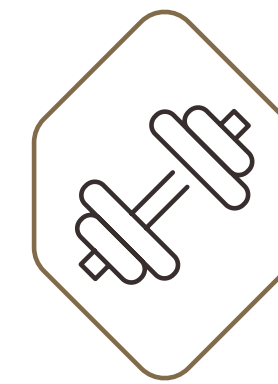
Central air conditioning and central heating



24-Hours maintenance



Unified communications service



Fitness center





## مجتمعات ١٩٦ Dur Communities

Based on our expertise in hotel operations and asset management, we endeavored the residential community industry by developing, and managing a selective portfolio of high-end projects with hospitality-inspired services. Through our dedicated brand, we are introducing a unique concept - the integrated residential communities - developed in accordance with our clients' aspirations.

ISO 9001

**BUREAU VERITAS**  
Certification



As a culmination of its efforts in developing and providing professional services, and adopting the best procedures for the management of residential compounds, Dur Communities, the residential facility and property management arm of Dur Hospitality, has been awarded the ISO 9001 International Quality Certificate.









# shada

HOTELS

Arising from the kingdom of Saudi Arabia, Shada Hotel is the reflection of Saudi culture and essence, a reflection that talks to the minds and hearts of both citizens and tourists, guided by a unique vision that exceeds the concept of being a residence to the concept of living the journey, to be integrated part of a deep-rooted place, traditional art, and authentic history.

A Saudi heartland brand that is entrenched in culture to bloom in civilized cities. Shada where our guests are taken on a journey into the rich details of local arts and value, meet their needs and satisfy their aspirations.









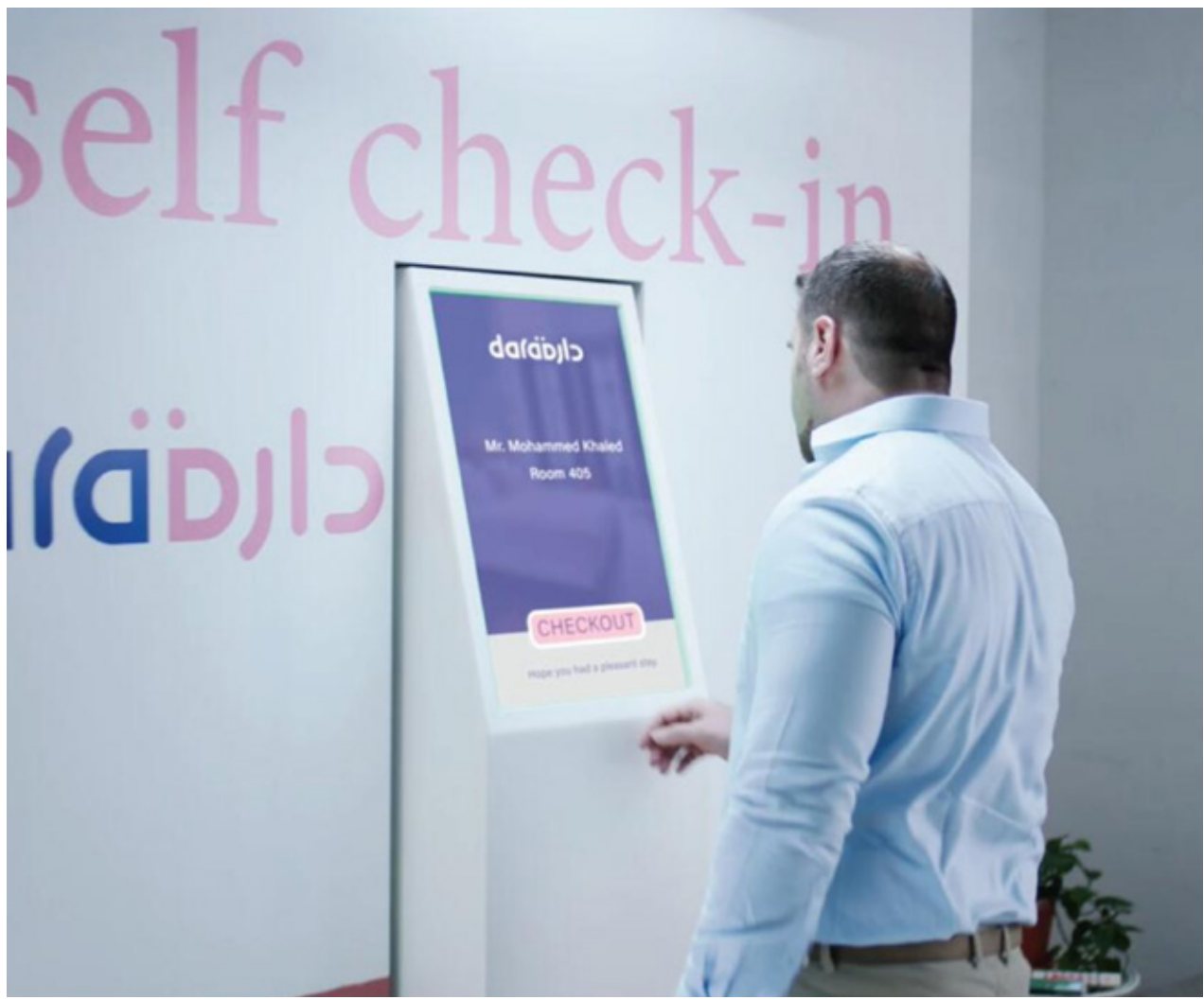
dara دار

DARA is a local service apartment brand.

Its concept, designs, and services are inspired from variety of Saudi heritage with a modern high-tech twist.

Innovative, progressive with a local touch









أول بلازا  
AWAL PLAZA

Considered one of the eminent & long-standing landmarks among the full-fledged trade centers in the city of Riyadh, The 40,674 m<sup>2</sup> Awal Plaza, formerly known as Takhassusi Plaza, dates back to 1980.







[WWW.DUR.SA](http://WWW.DUR.SA)