



قسم السودة  
GOUDAH PEAKS

# A LUXURY MOUNTAIN DESTINATION WITH UNPARALLELED EXPERIENCES



# INTRODUCTION

Soudah Peaks is a luxury mountain tourism destination by **Soudah Development**, a real estate development company owned by the Public Investment Fund (PIF) of Saudi Arabia.

Soudah Development will drive the sustainable development of Soudah Peaks, creating long-term economic impact by intertwining unparalleled luxury while celebrating the region's unique culture, heritage and pristine natural surroundings.



السودة للتطوير  
Soudah Development

## →→→ LOCATION

In the southwest region of Saudi Arabia, Soudah Peaks stands at 3,015 m above sea level, the highest point in the country.

Our project area spans more than 627 square kilometers





## CLIMATE

Due to the high elevation, Soudah enjoys a comfortable climate year-round.



Winter  
-2° to 15°C

Summer  
14° to 25°C



## AIRPORT ACCESS



222 flights  
Per week, including  
34 international flights



45 minutes  
Drive from Abha International Airport



1h 40min  
Flight from  
Riyadh Airport



1h 10min  
Flight from  
Jeddah Airport

# →→→ KEY DEVELOPMENT STATISTICS



80,000m<sup>2</sup>  
Total Retail GFA



More than 30  
Attractions



1,336  
Residential Units



2,700  
Total Hospitality Keys



## Experiences for the adventure and sports enthusiast

- Hiking trails
- Mountain biking
- Horse riding
- Ziplining
- Mountain coaster
- Paragliding

An 18-hole golf course on top of the Soudah plateau with stunning mountain views.







A curated collection of wellness experiences

- Eco-spa resorts
- Meditation centers
- Yoga retreats
- National parks
- Local organic coffee farms
- Honey farms





Preserving the region's tangible and intangible culture and heritage

- Traditional folk music, poetry, art, dance
- More than 200 documented heritage sites from hamlets, mosques, minarets to watchtowers and mountain forts
- Many will be considered for inclusion in the UNESCO world heritage list





Red Rock



Tahlal



Sahab



Sabrah



Jareen



Rijal







Tahlal

## The gateway to Soudah Peaks – overlooking the Sarawat mountains



Immersive activities & experiences



1,775 various premium hotel rooms



986 luxury second homes



Meeting & conference facilities



18 hole golf course



More than 61,000m<sup>2</sup> of retail offerings



# TAHLAL

## Development Summary

### TOTAL KEYS

1,775 keys

Total GFA: 183,550 M2

### TOTAL SECOND HOMES

986 Units

Total GFA: 231,156 M2

### TOTAL DEVELOPABLE GFA

766,086 M2

### TOTAL STAFF UNITS

2,881 Units

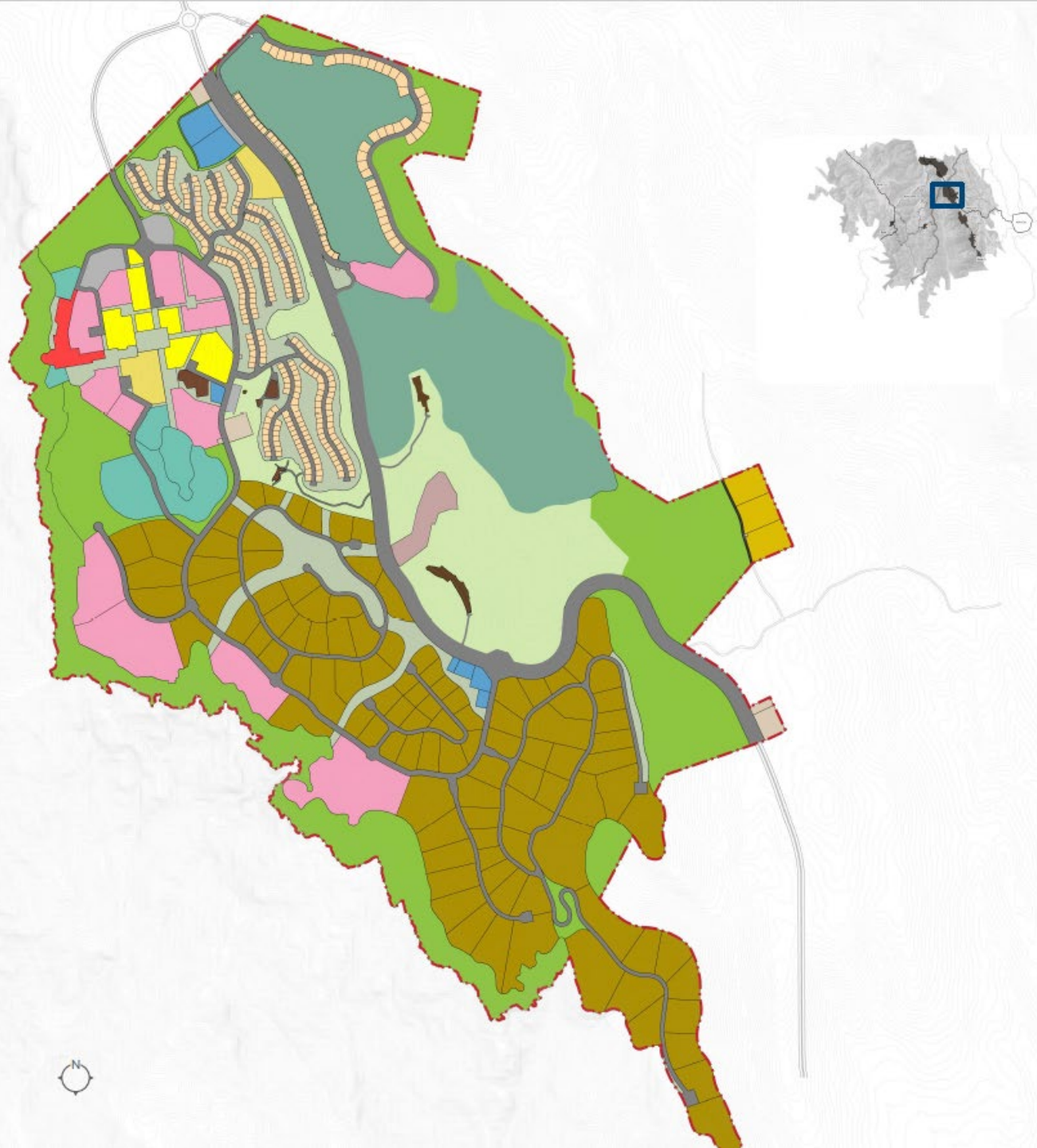
Total GFA: 245,079 M2

### TOTAL POPULATION

14,646

#### LEGEND

- Zone Boundary
- Topography
- Mansions
- Villas
- Chalets
- Apartments
- Staff Accommodation
- Executive Staff Housing
- Hospitality
- Commercial
- Heritage
- Community Facilities
- Attractions
- Golf Course
- Developable Open Spaces
- Natural Open Spaces
- Agricultural Terraces
- Existing Cemeteries
- Infrastructures
- Car Parking
- Right of Way







TAHLAL







## A unique adventure experience



10+ Adventure attractions



360 luxury hotel rooms



15 luxury glamping pods



High altitude training & rehabilitation center



Commercial and entertainment space



Immersive cultural experiences





SAHAB

## Development Summary

### TOTAL KEYS

375 keys

Total GFA: 38,745 M2

### TOTAL SECOND HOMES

0 Units

Total GFA: 0 M2

### TOTAL DEVELOPABLE GFA

57,212 M2

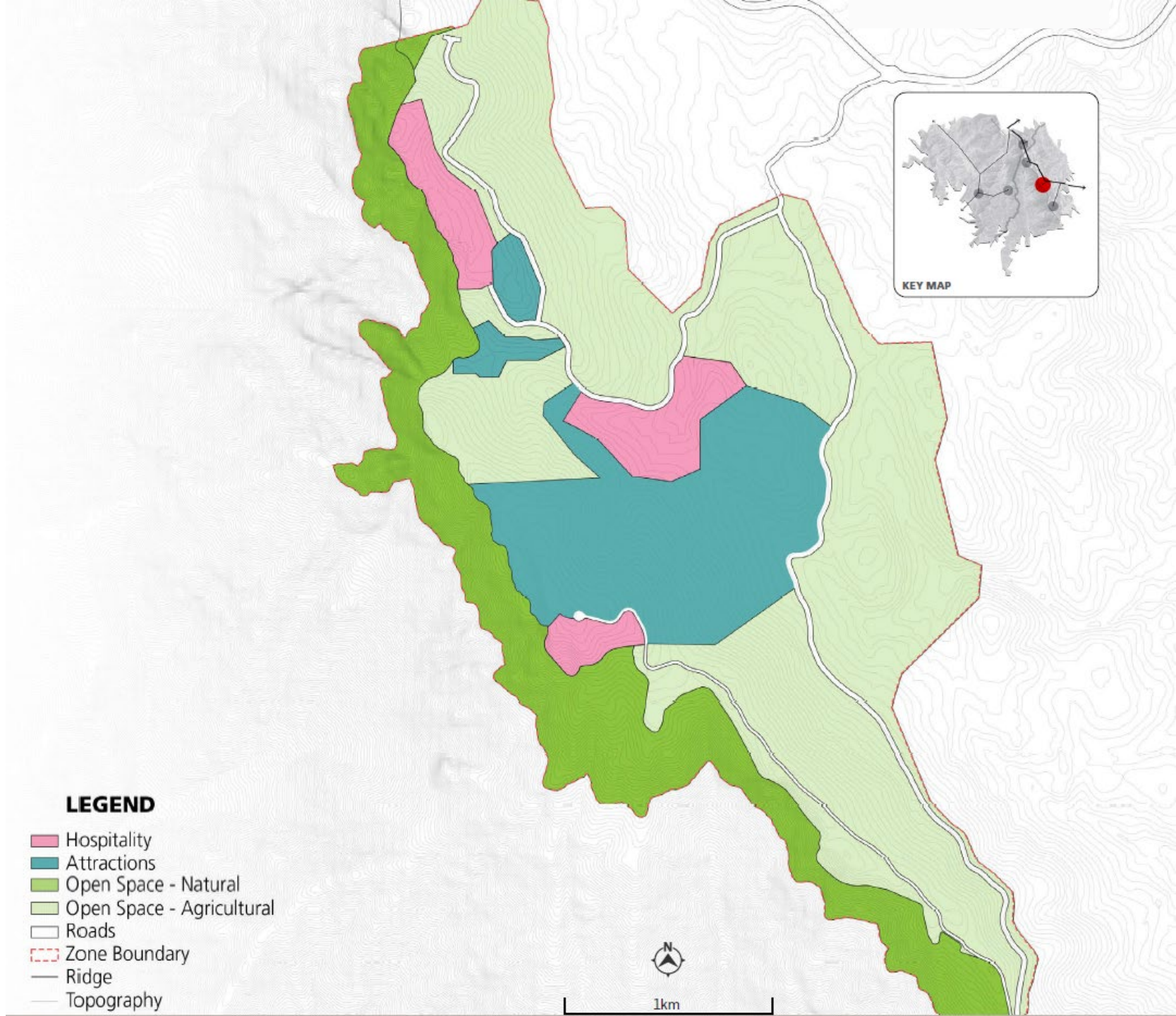
### TOTAL STAFF UNITS

0 Units

Total GFA: 0 M2

### TOTAL POPULATION

745







**Sahab**







Secluded luxury and relaxation situated on the southern plateau



350 Luxury  
second homes



Wellness  
& spa destination



Commercial & entertainment  
offerings



180 various premium hotel rooms



Integrated into the authentic landscape



SABRAH

Development Summary

TOTAL KEYS

180 keys  
Total GFA: 17,980 M2

TOTAL SECOND HOMES

165 Units  
Total GFA: 375,75 M2

TOTAL DEVELOPABLE GFA

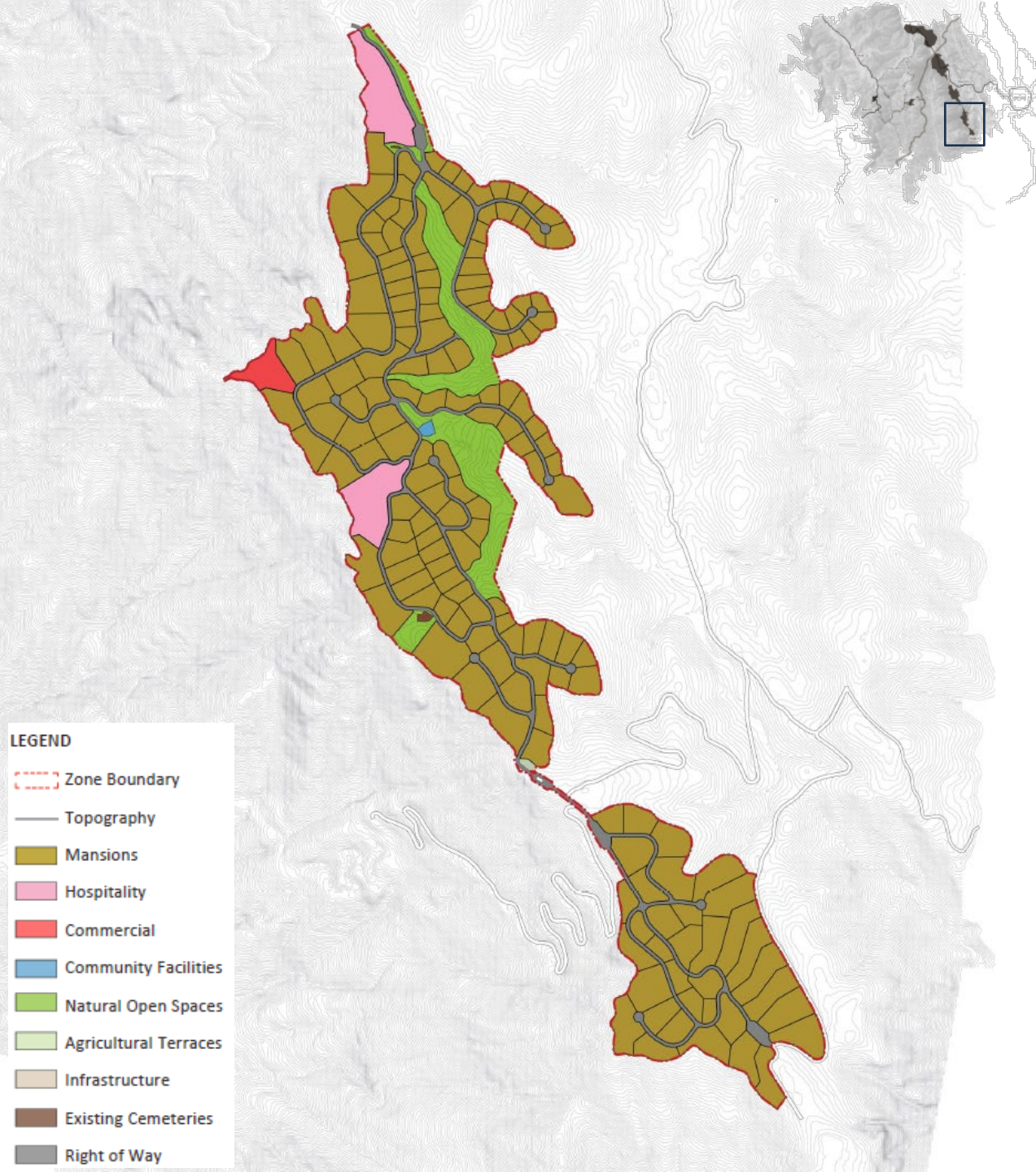
406,370 M2

TOTAL STAFF UNITS

0 Units  
Total GFA: 0 M2

TOTAL POPULATION

2003







**Sabrah**







Genuine approach to connecting with nature through authentic experiences



Agricultural  
landscape



35 mountainside glamping  
pods



Culinary  
experiences



Small organic coffee & honey farms



Authentic heritage sites



Immersive experiences for nature lovers





**JAREEN**

## Development Summary

### TOTAL KEYS

35 keys

Total GFA: 2,275 M2

### TOTAL SECOND HOMES

0 Units

Total GFA: 0 M2

### TOTAL DEVELOPABLE GFA

6,208 M2

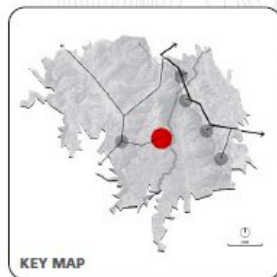
### TOTAL STAFF UNITS

0 Units

Total GFA: 0 M2

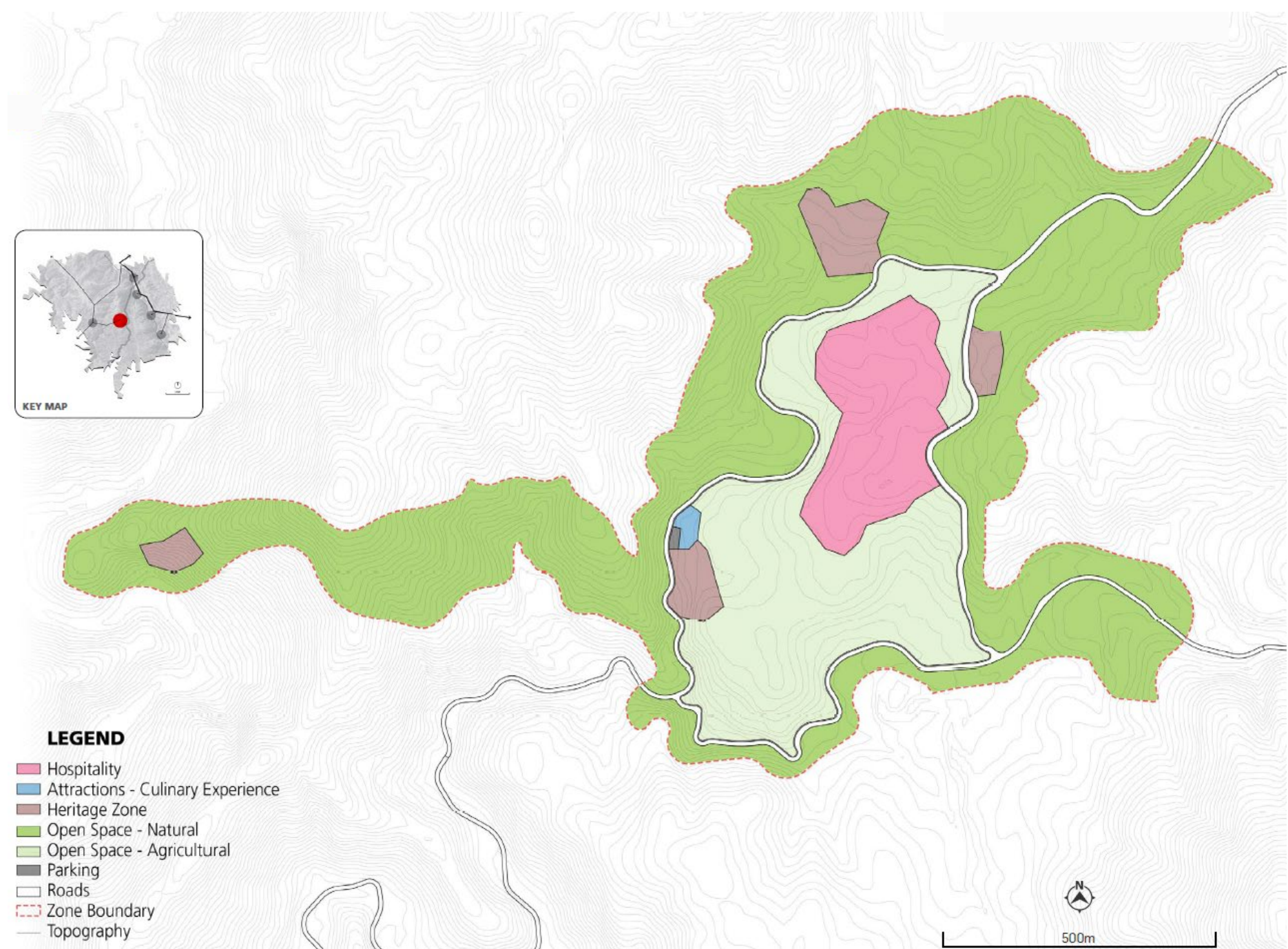
### TOTAL POPULATION

70



#### LEGEND

- Hospitality
- Attractions - Culinary Experience
- Heritage Zone
- Open Space - Natural
- Open Space - Agricultural
- Parking
- Roads
- Zone Boundary
- Topography







**Jareen**







The cultural hub of Soudah Peaks with stylish heritage-inspired luxury



80 boutique hotel rooms



Cultural experiences



Rijal plaza for outdoor events



Authentic dining options



Within Rijal Almaa heritage village



Surrounded by historical architecture





RIJAL

# Development Summary

## TOTAL KEYS

80 keys  
Total GFA: 7,520 M2

## TOTAL SECOND HOMES

0 Units  
Total GFA: 0 M2

## TOTAL DEVELOPABLE GFA

14,713 M2 14,646

## TOTAL STAFF UNITS

35 Units  
Total GFA: 2,475 M2

## TOTAL POPULATION

228







Rijal







An extraordinary connection to nature set within natural parkland



Glamping on the plateau



170 exclusive boutique hotel rooms



Stunning mountain vistas



Unique dining experiences

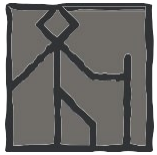


Cycling & horse-riding trails



Clifftop overlooking  
Red Rock Mountain





RED ROCK

Development Summary

TOTAL KEYS

255 keys  
Total GFA: 32,215 M2

TOTAL SECOND HOMES

0 Units  
Total GFA: 0 M2

TOTAL DEVELOPABLE GFA

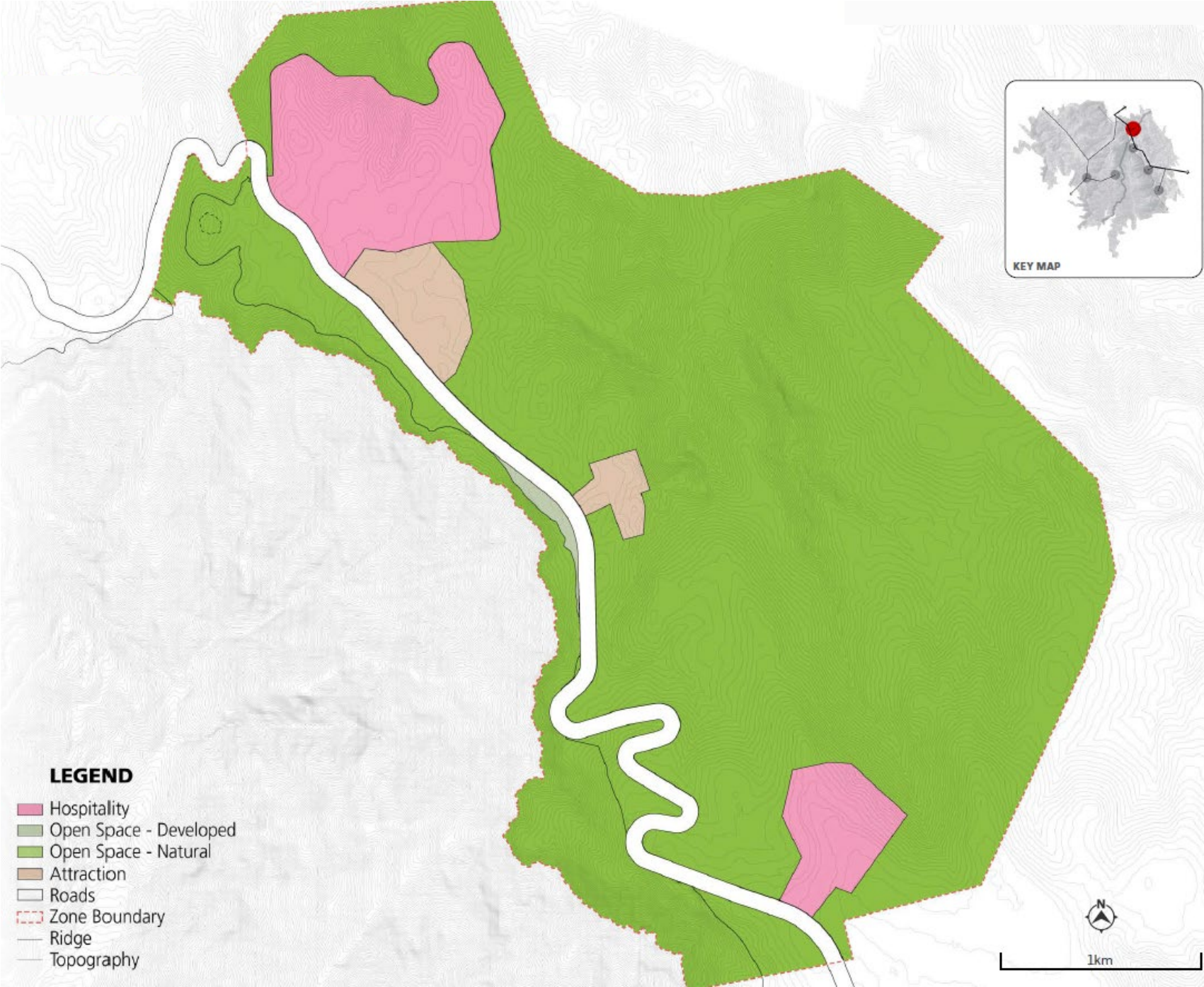
40,382 M2 14,646

TOTAL STAFF UNITS

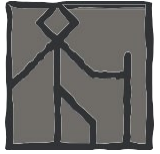
0 Units  
Total GFA: 0 M2

TOTAL POPULATION

425







**Red Rock**



# THANK YOU



A PIF COMPANY

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