



ASFAR

COMPANY PROFILE

SAUDI TOURISM INVESTMENT COMPANY



Investing in developing destinations across the Kingdom in partnership with the private sector **through two complementary tracks**

Destination Investments

Investing in Assets

Investing in developing destinations & assets in the *promising cities*.

Strategic Investments

Investing in Value Chain

Investing in the tourism value chain to enhance services and capabilities in the *promising cities*.



Vision

Be the **national champion of tourism** ecosystem in Saudi Arabia by unlocking full potential of promising regions



Mission

Provide platforms for **private sector to co-invest in world-class tourism offerings** and generate sustainable financial returns



INVESTMENT LOGIC

INVESTMENT CONVICTION

ASFAR sees untapped tourism and economic potential in Saudi Arabia's

Targeted, structured investments can transform them into attractive, investment-ready, and sustainable tourism hubs.

DESTINATION OPPORTUNITY

ASFAR assesses each destination's natural assets, cultural identity, and local experiences, then identifies gaps that limit visitation, length of stay, and visitor spend.

INVESTMENT DECISION

ASFAR builds an integrated portfolio of tourism assets and experiences, attracting private-sector partners, operators, and brands to strengthen the destination's offering and competitiveness.

TANGIBLE IMPACT

These investments create operational assets and experiences that increase visitation, length of stay, and spending, while supporting jobs, localization, knowledge transfer, and further investment.

INVESTMENTS MODEL

ASFAR's investment approach is anchored in partnerships with the private sector as a core element of its model

Geographic Footprint

4 Regions

8 PROMISING CITIES

In Development and
Operation Stages

10 Projects

Total No. of **Hotel
Rooms** In Pipeline

890 Keys

Total Development
Area

543K m²

DESTINATION INVESTMENTS

ASFAR began its investment journey by developing tourism destinations across priority cities and is expanding its scope to capture new tourism opportunities across the Kingdom.

5 OF 10 CITIES

have active projects



KHAIRAH MOUNTAIN

KMC
Khairah Mountain
Company



◆ Al Baha

Established in 2022, specializing in new tourism destinations in Al Baha Region.

The company is currently developing tow integrated tourism destinations inspired by the natural beauty of the region, aiming to enhance the appeal of each location and highlight its unique features.

69,706 m²
Total Area

100
Hotel Keys

PROJECTS



**Mountain Retreat
& Adventure Park**



Mountain Resort

BAHEEJ INVESTMENT



◆ Yanbu

The company develops tourism assets that enhance the coastal experience, combining hospitality and tourism activities inspired by the city's coastal assets and cultural character.

61,142 m²
Total Area

150
Hotel Keys

PROJECTS

Beach Club



Lifestyle Hotel



STRATEGIC INVESTMENTS

Investing across the tourism value chain to support the development of destinations in and enhance their growth potential.

Partnering with companies and service providers to enable integrated tourism experiences and support the long-term sustainability of destinations.



Hospitality Management
& Operations



Food &
Beverage



Catering &
Food Supply Services



Tourism Experience
Design & Operations



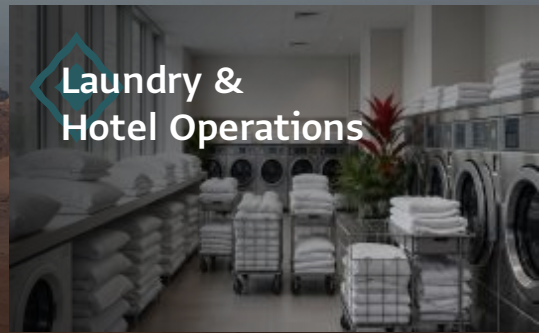
Destination
Activation & Management



Transport
Services



Hospitality Supply &
Equipment



Laundry &
Hotel Operations

Strategic INVESTMENTS

ASFAR's strategic investments strengthen the tourism value chain by expanding the services and capabilities needed to activate destinations and deliver distinctive visitor experiences across the Kingdom.

8 CITIES

have active tourism experiences



◆ HUSAAK Operation

◆ JABA & OPAL Operation

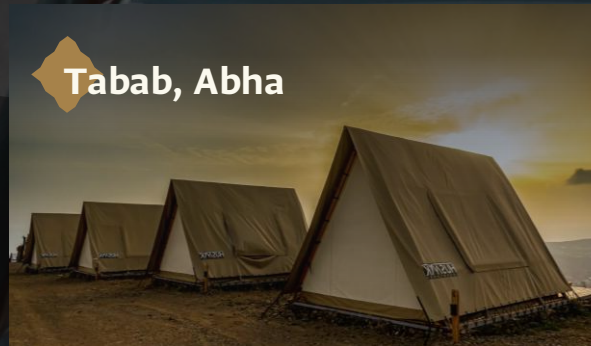
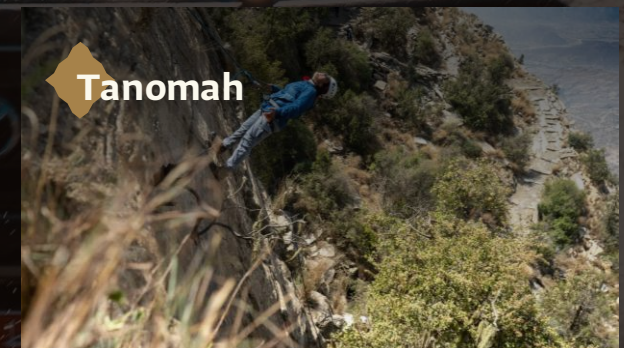
HUSAAK



In 2026, ASFAR acquire a 40% strategic stake in HUSAAK, a company specializing in adventure tourism and outdoor experiences.

The partnership will bring HUSAAK's expertise in developing and operating adventure activities to destinations in which ASFAR invests, enriching visitor experiences and supporting destination activation.

Activation Examples



BAHEEJ OPERATING

◆ Yanbu

Baheej Operating Company brings together JABA and Opal to develop and deliver tourism experiences.

JABA creates outdoor experiences across Saudi Arabia, while Opal focuses on marine activities along the Red Sea coast.

PROJECTS



BOARD OF DIRECTORS



**Mishary
Al-Ibraheem**
Chairman of the Board



**Yasser
Al-Dawood**
Vice Chairman
of the Board



**Mahmoud
Abdulhadi**
Board Member



**Faisal
Alenazi**
Board Member



**Sofyane
Thabet**
Board Member



**Kamal
Daswani**
Board Member

EXECUTIVE TEAM



**Meshary
Alnahari**

CEO of ASFAR



**Taha
Fasihi**

Executive Director
of Investment



**Panos
Bonoutas**

Executive Director
of Asset



**Faisal
Alaikrish**

Executive Director
of GRC



**Samih
Ahmed**

Executive Director
of PMO



**Mohammed
Albaidhani**

Executive Director
of Audit



**Hamza
Alshaikh**

Executive Director
of Finance



**Khalid
Al-boali**

Executive Director
of Shared Services

Ready to Lead?

We Already Are.

CONTACT US TODAY



 Info@asfar.com.sa

Scan the QR code to reach our investment team



أسفار
ASFAR

A PIF COMPANY

