



JABAL  
AYR

Where  
**Heritage**  
Meets  
**Horizons**

جبل أير





## Executive Summary



Ayr Mountain is not just a landmark — it's a living story of Madinah.

We aim to transform this historic site into a **cultural, touristic**, and leisure hub, blending authentic heritage with modern experiences. The project unlocks unique **investment opportunities** aligned with Vision 2030, delivering growth, impact, and **unforgettable memories**.



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# ABOUT JABAL AYR





# Why Jabal Ayr ?

- **Strategic Location:** A natural gateway at the heart of Madinah, minutes from key urban and religious sites.
- **Cultural Depth:** A mountain tied to Madinah's history and identity, offering a story no mall or project can replicate.
- **Tourism Potential:** With 19M+ visitors today and 30M projected by 2030, demand for authentic experiences is higher than ever.
- **Unique Value Proposition:** Not just real estate — but a destination where culture, tourism, hospitality, and leisure converge.
- **Vision 2030 Alignment:** Directly supports Saudi's tourism, heritage, and quality of life goals.





# JABAL AYR

## Vision & Concept

"To reimagine Ayr Mountain as a **living destination** that celebrates **history** while **inspiring the future**."

- **Culture & Heritage** → Museums, heritage trails, storytelling spaces.
- **Hospitality & Leisure** → Boutique resorts, cafés, and event spaces with panoramic views.
- **Arts & Creativity** → Installations, workshops, and cultural festivals.
- **Community & Economy** → Local crafts, markets, and inclusive events that empower society.

## Why Partner With Us?

- **Proven Experience:** Our destinations are already cultural and tourism magnets in Madinah.
- **Strategic Alignment:** Fully integrated with Saudi's National Tourism Strategy & Vision 2030.
- **Growth Potential:** Rising demand for authentic cultural and eco-tourism experiences.
- **Sustainable Impact:** Long-term value for investors + cultural preservation for society.



# Experience at Ayr Mountain



Ayr Mountain is more than a **landmark** — it's a destination to **live, explore, and remember.**





# Experience at Ayr Mountain



Caravan & Mountain Lodges: Stay overnight at the summit in unique eco-friendly caravans or boutique mountain rooms, offering unmatched views of Madinah under the stars.



Cultural & Artistic Spaces: Open-air installations, live performances, and art zones carved into the mountain.



Scenic Cafés & Lounges: Panoramic terraces with dining and social hubs overlooking the sacred city.

Unforgettable Nights: From stargazing to campfire storytelling — every stay is an extraordinary memory.



Equestrian Adventures: Horseback trails and riding experiences connecting visitors with the heritage of Arabian horsemanship.

Immersive Trails: Hiking, cultural walks, and adventure paths that blend spirituality, history, and thrill.





# جبل عذير

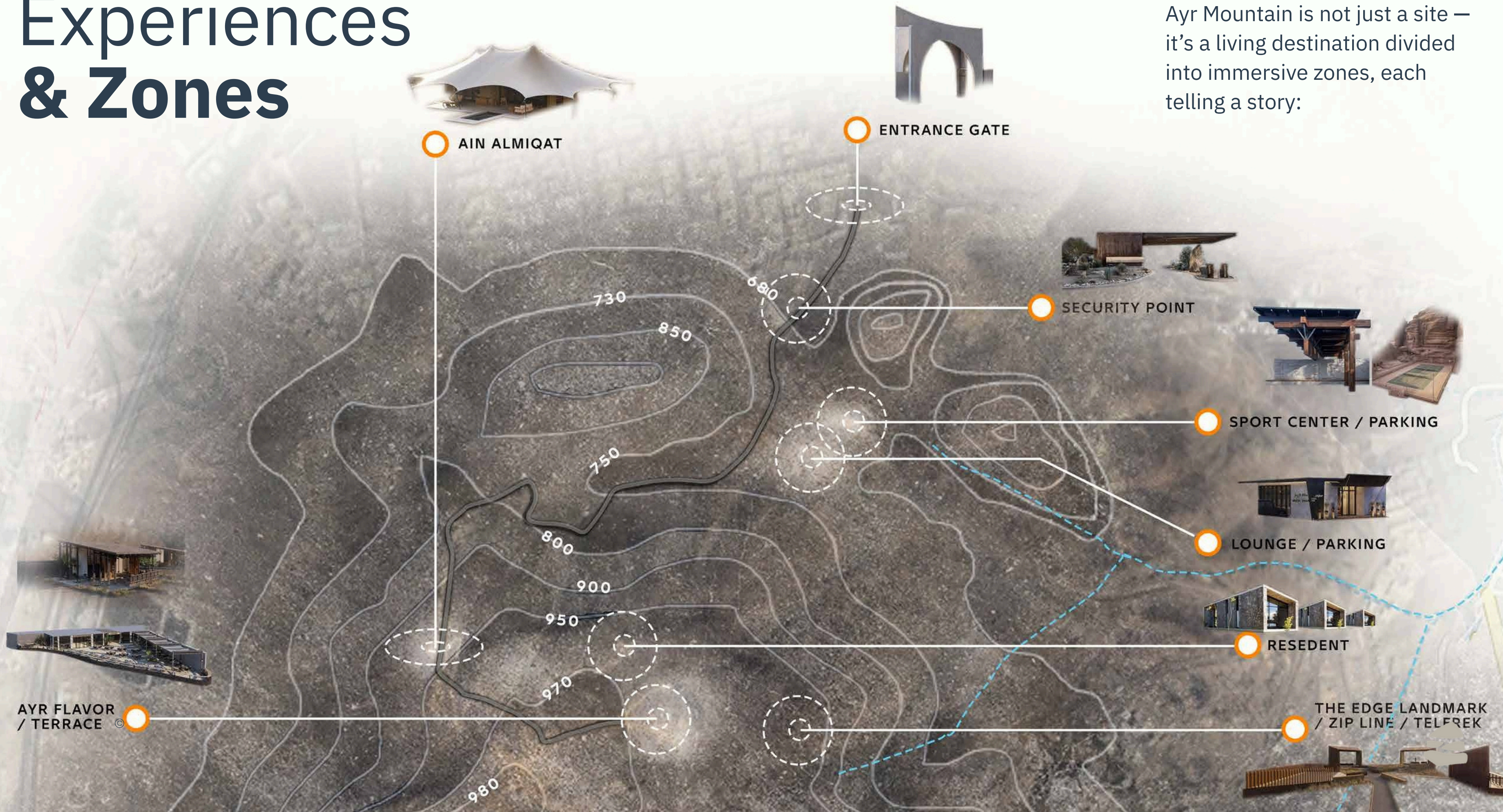
JABAL  
AYR





# Experiences & Zones

Ayr Mountain is not just a site — it's a living destination divided into immersive zones, each telling a story:





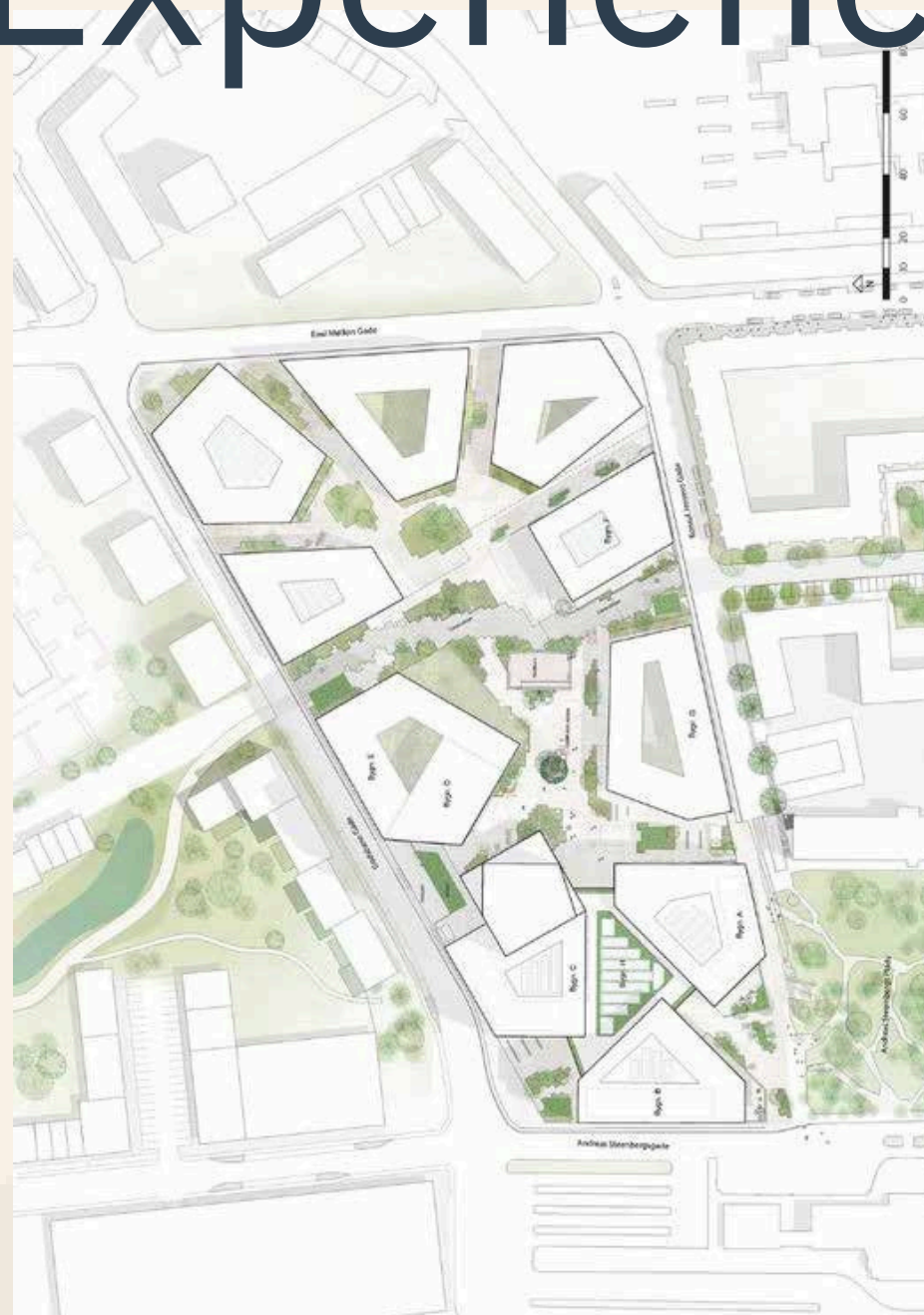
# Experiences & Zones

## Hospitality Pods

Boutique lodges, caravans, and cliff-view restaurants — blending comfort with breathtaking panoramas, offering visitors a once-in-a-lifetime overnight experience.

## Cultural Hub

A vibrant space for workshops, seasonal festivals, and live performances — where culture, art, and community come together under the mountain sky.



## Heritage Trail

Guided paths that uncover the mountain's history and its deep connection to Madinah's heritage — a journey through stories, nature, and spirituality.

## Adventure Zone

Designed for thrill-seekers: hiking trails, cycling routes, and outdoor activities that engage youth and families alike.





LOUNG/  
PARKING

PARKING  
LEVEL 0

PADEL

HORSE  
RIDING

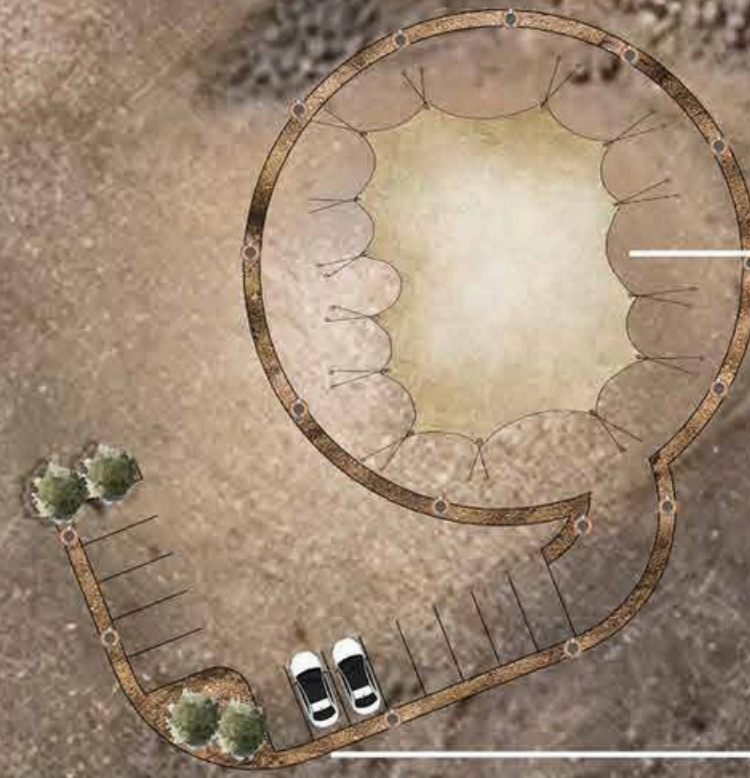
GIFT SHOPS

WELCOMING TENT



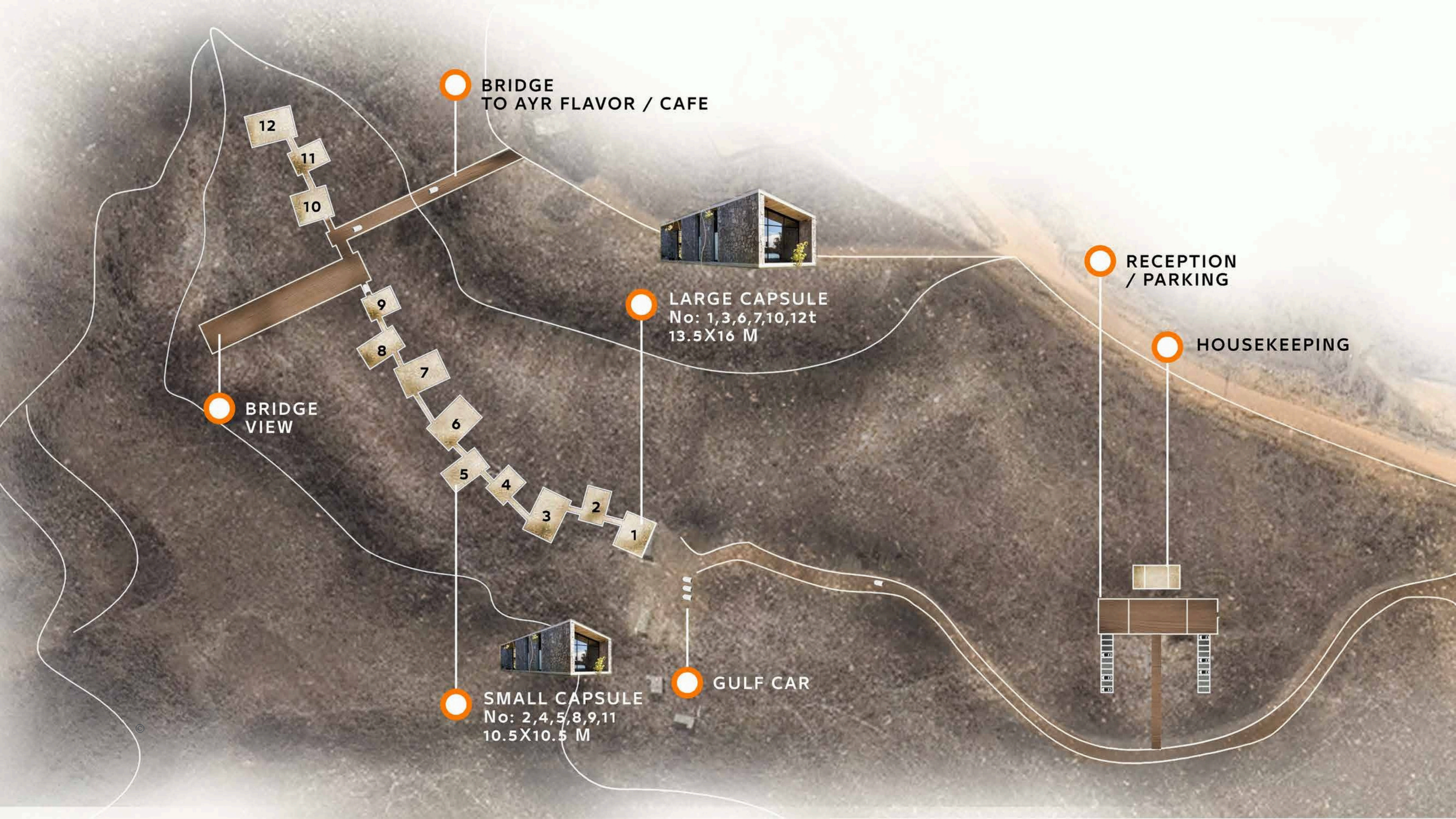


AIN ALMIQAT  
TINT



PRIVATE PARKING





BRIDGE  
TO AYR FLAVOR / CAFE

12  
11  
10



LARGE CAPSULE  
No: 1,3,6,7,10,12t  
13.5X16 M

RECEPTION  
/ PARKING

HOUSEKEEPING

BRIDGE  
VIEW

9  
8  
7  
6  
5  
4  
3  
2  
1

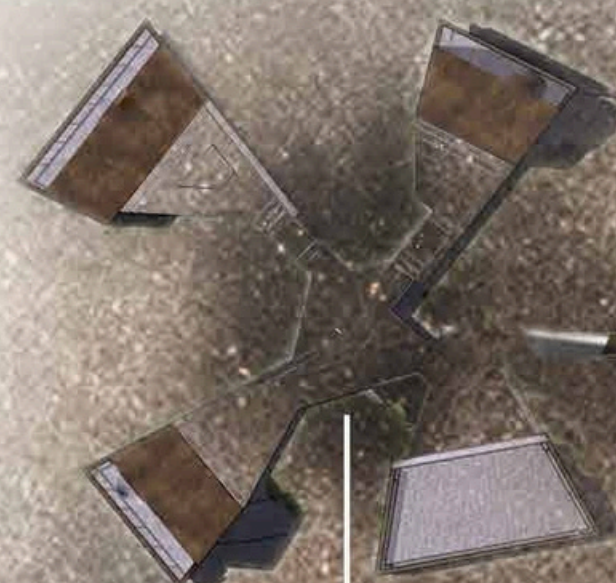


SMALL CAPSULE  
No: 2,4,5,8,9,11  
10.5X10.5 M

GULF CAR



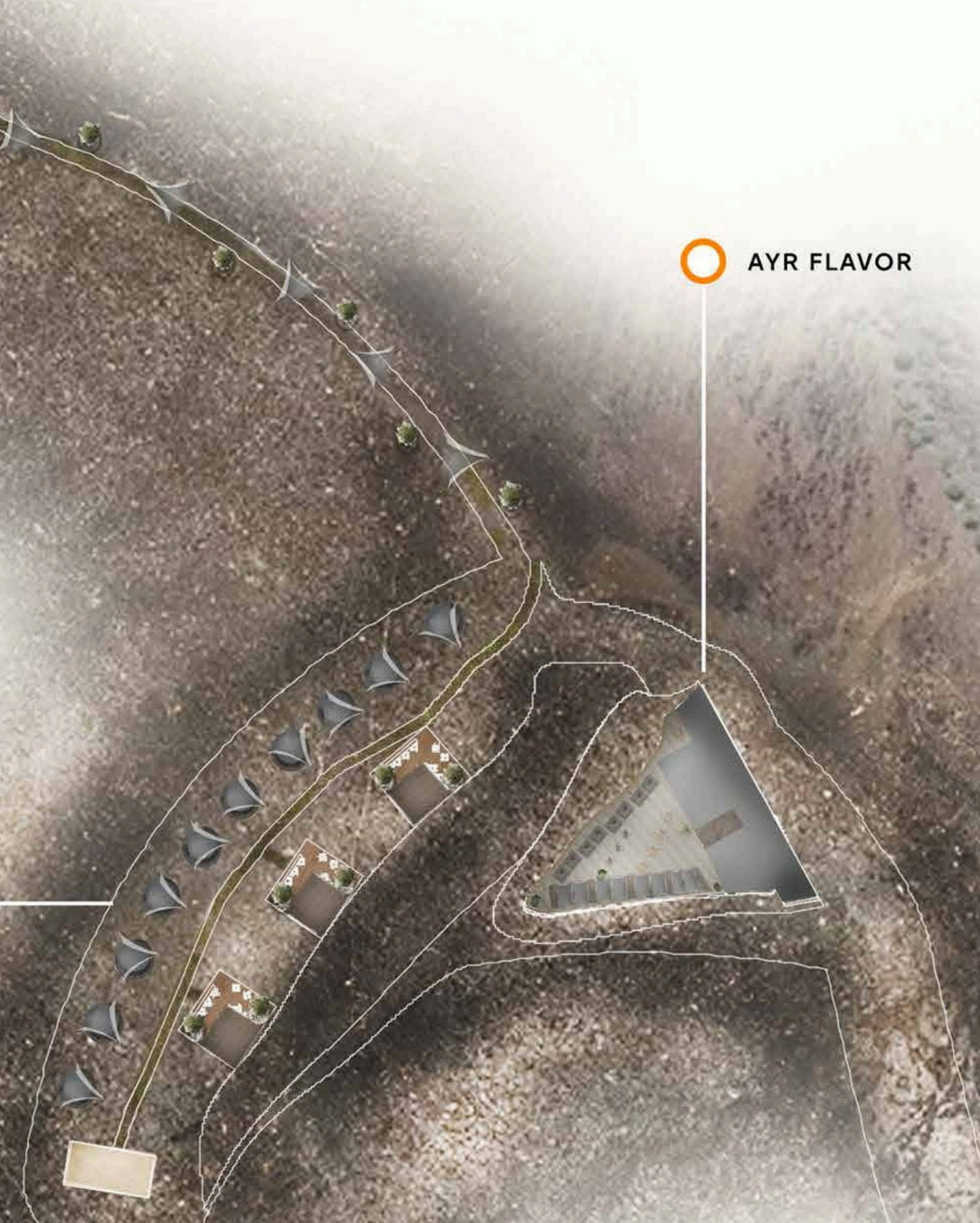




THE EDGE WALKWAY  
ZIP LINE / TELFREK

AYR FLAVOR

THE HERATAGE TERRACE





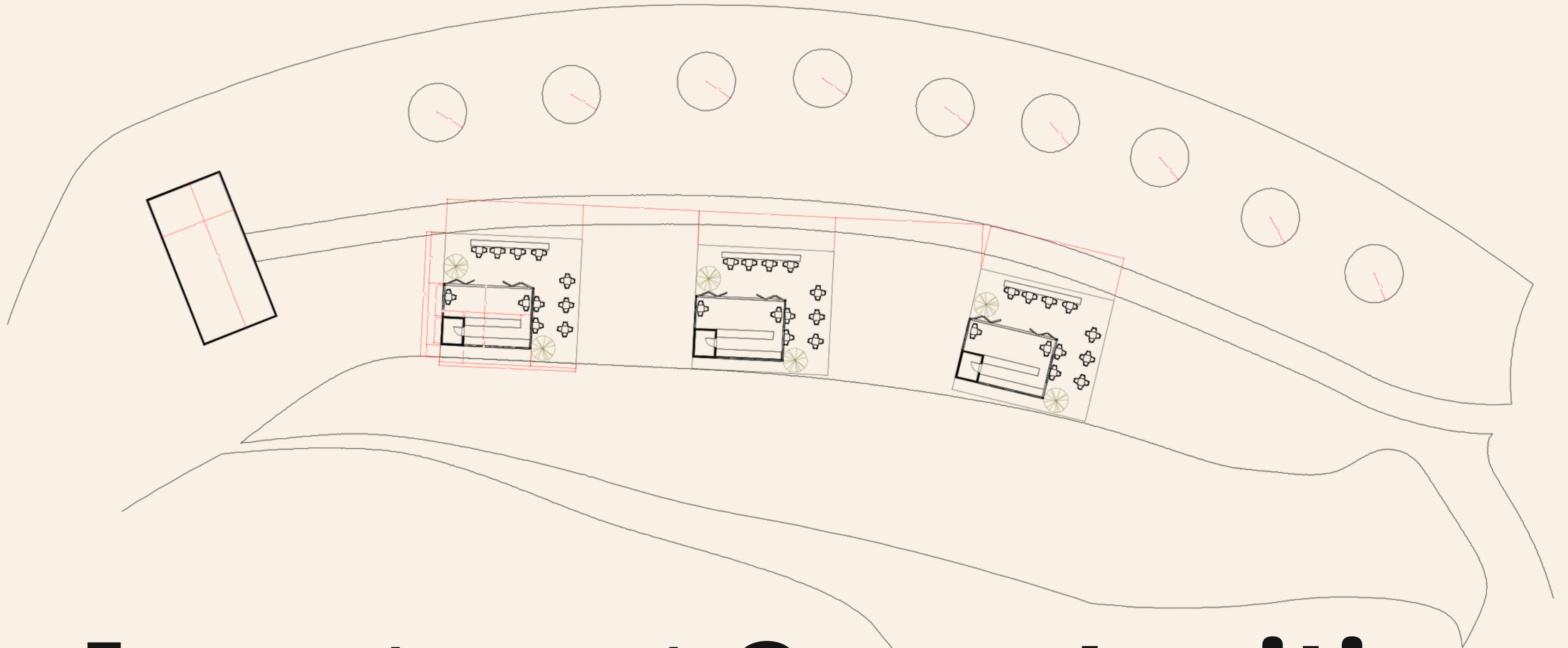
# Investment Opportunities



Not just a destination, but an experience **waiting to be owned**







# Investment Opportunities



# Investment Opportunities





# Investment Opportunities

## Panoramic Restaurants & Cafés

- Unique dining spots overlooking breathtaking mountain views.

## Boutique Hotels & Mountain Lodges

- Exclusive stays that blend comfort with nature.

## Adventure & Sports Activities

- Hiking & Trekking trails, Rock Climbing, Horseback Riding, Cycling Tracks, and Outdoor Fitness Camps — transforming the mountain into a hub for adventure seekers.

## Event Sponsorships

- Festivals, cultural shows, and seasonal gatherings.

## Eco-Tourism Packages

- Partnerships with travel agencies for sustainable tourism experiences.

## Retail & Souvenir Shops

- Local crafts, heritage products, and authentic souvenirs.





# Value for Investors

## Massive Exposure

- Direct access to a diverse audience — local residents, international tourists, and millions of Hajj & Umrah visitors.

## Powerful Brand Association

- Align your brand with heritage, culture, and sustainability — values that resonate deeply with today's audiences.

## Sustainable Growth

- A long-term destination supported by Saudi Vision 2030, ensuring steady demand and government backing.

## Unique Differentiation

- Be part of the first cultural & touristic mountain destination in Madinah, setting your brand apart with a one-of-a-kind positioning.





Be part of **Madinah's new chapter** — Ayr  
Mountain is not just an investment,  
**it's a legacy.**

it's your gateway to **history, culture, and growth**







Join us in shaping the  
future

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