



JABAL
AYR

Where
Heritage
Meets
Horizons



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**.



JABAL
AYR



ABOUT JABALAYR



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.

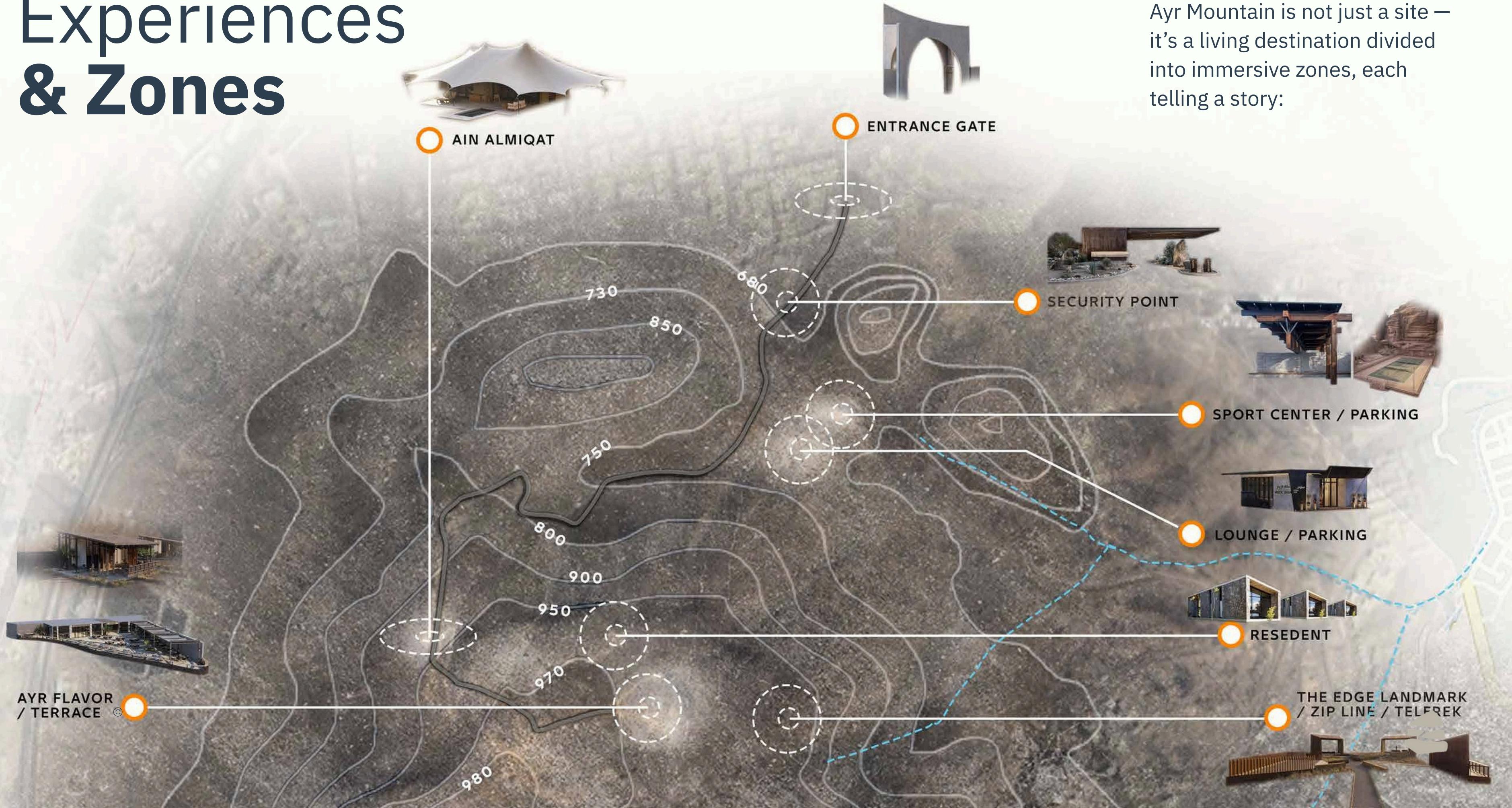
Immersive Trails: Hiking, cultural walks, and adventure paths that blend spirituality, history, and thrill.



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Experiences & Zones

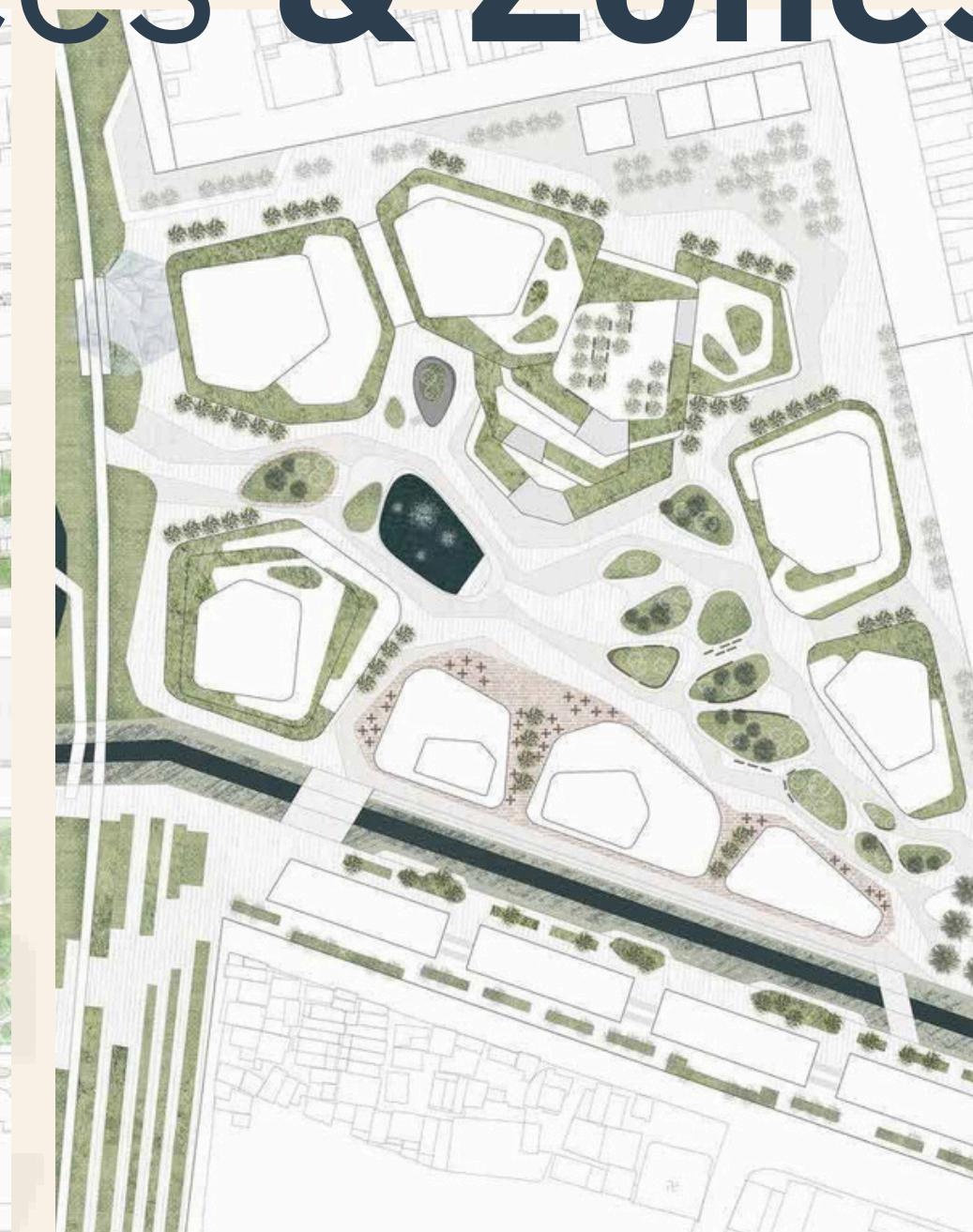


Ayr Mountain is not just a site – it's a living destination divided into immersive zones, each telling a story:

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.

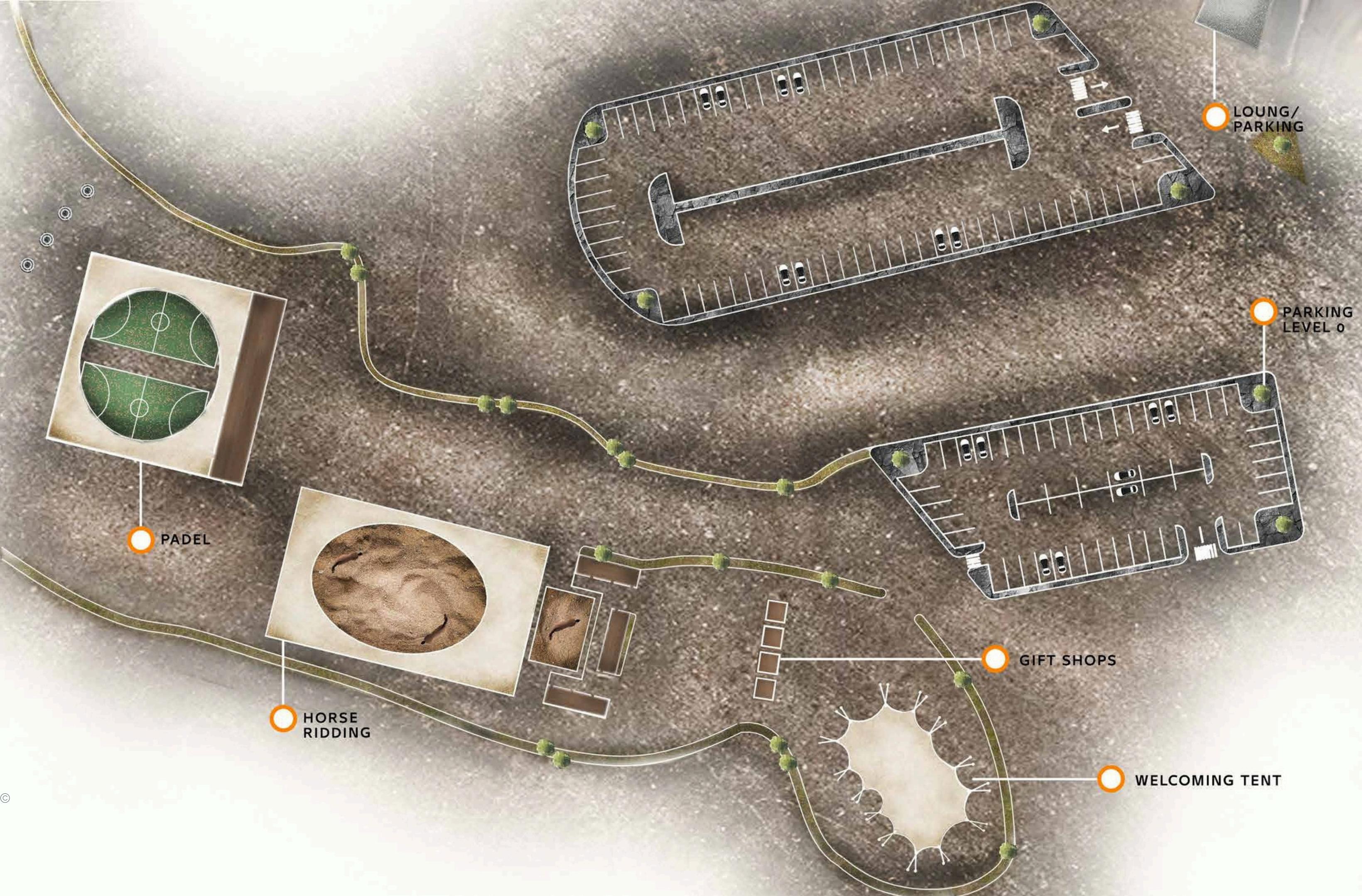
Heritage Trail

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.

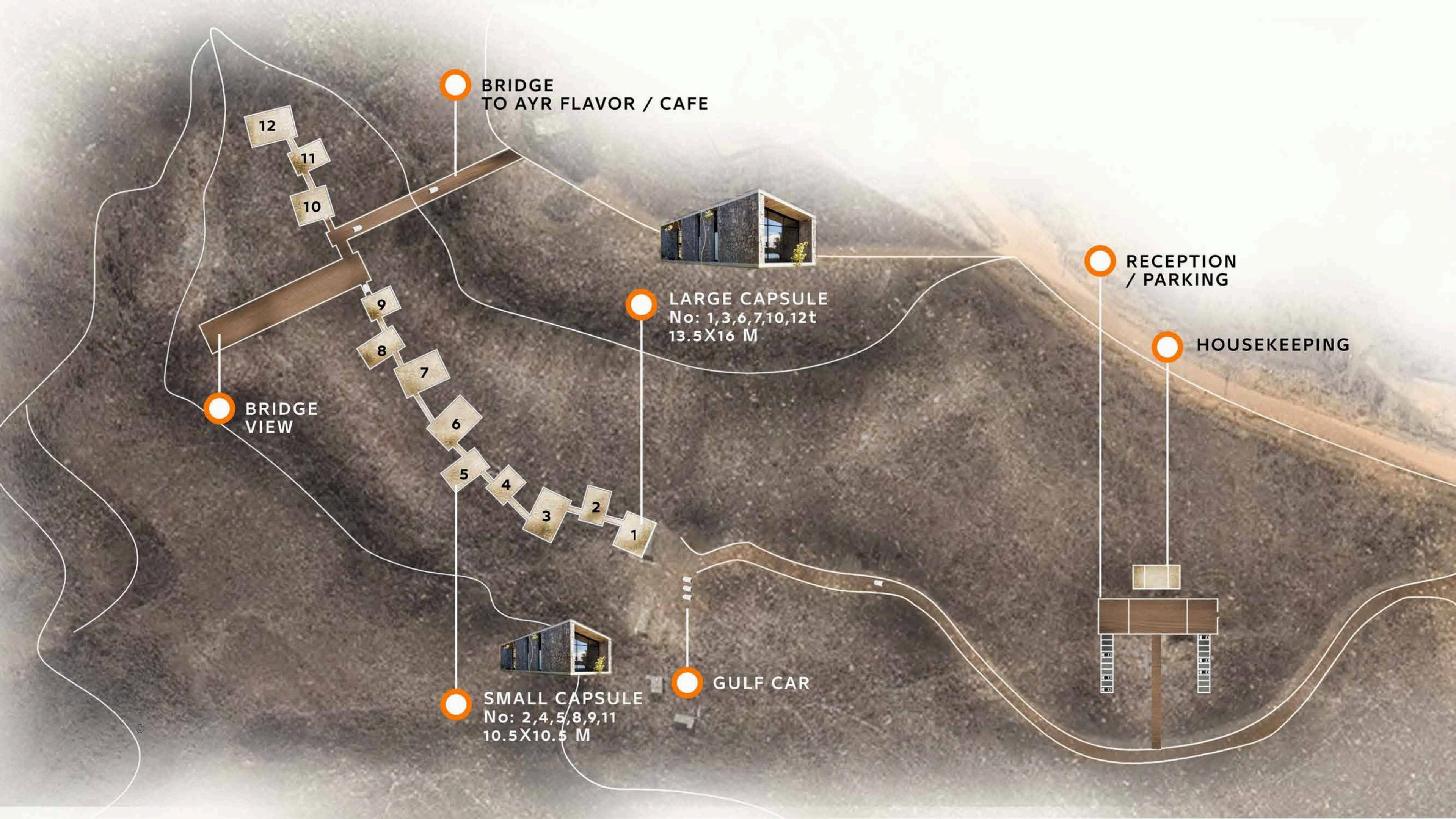






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PRIVATE PARKING



12

11

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BRIDGE
VIEW

BRIDGE
TO AYR FLAVOR / CAFE

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

6

5

4

3

2

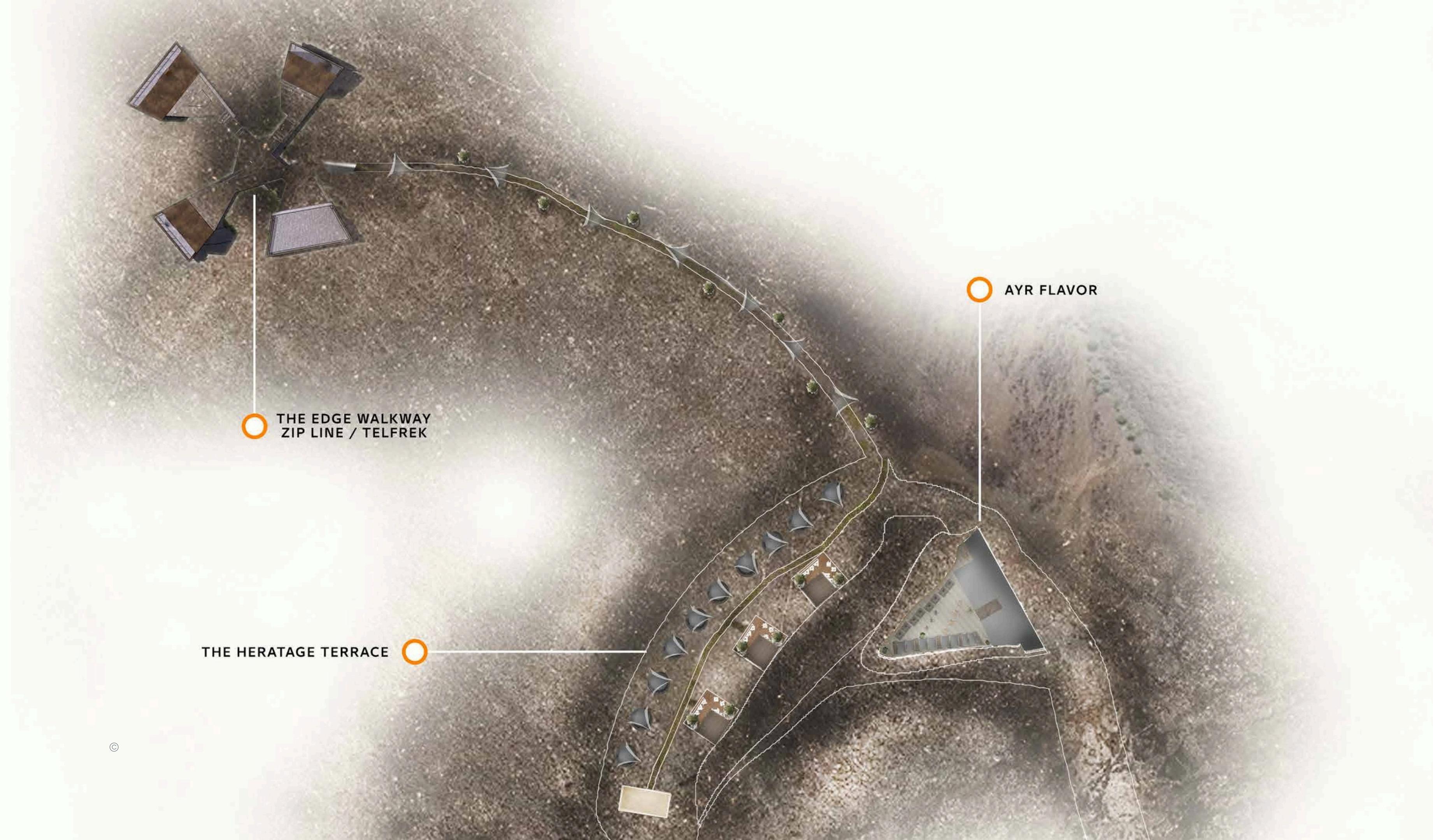
1

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

GULF CAR

RECEPTION
/ PARKING

HOUSEKEEPING



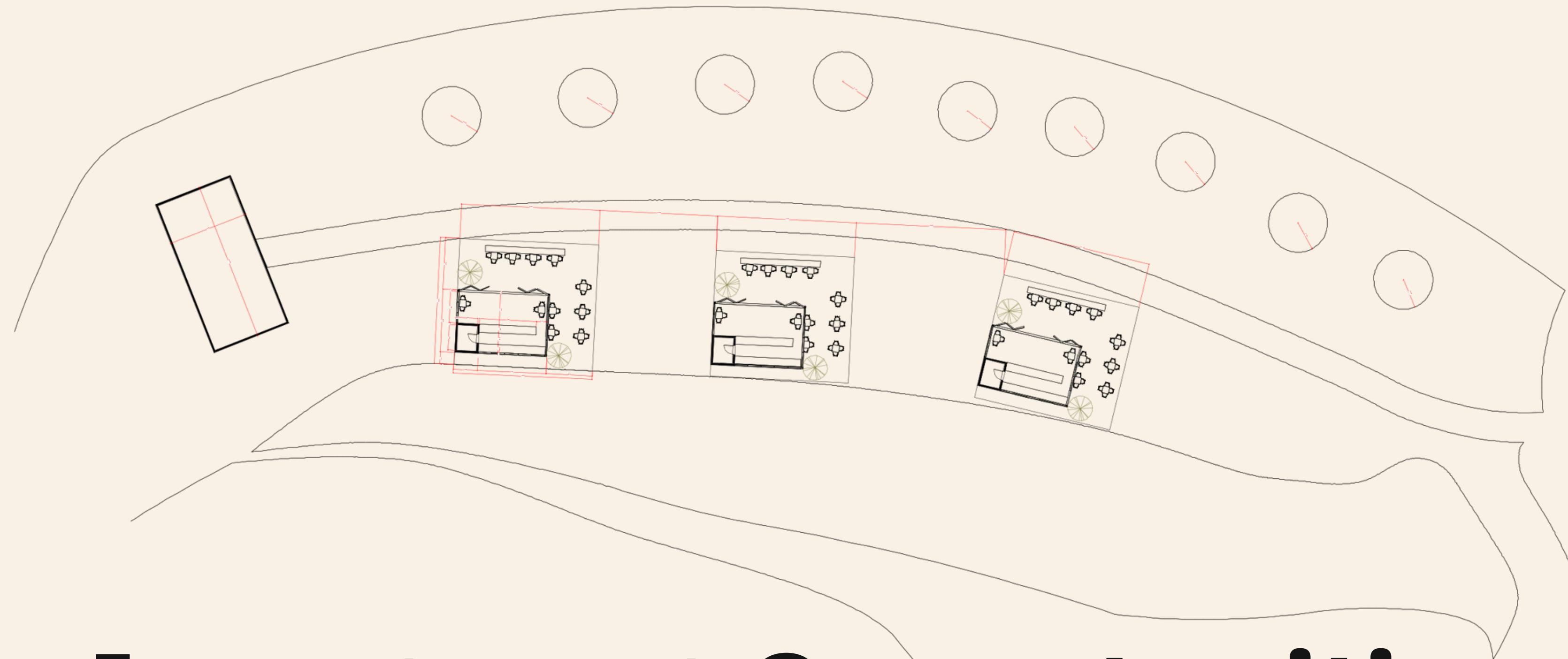
Investment Opportunities



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



Investment Opportunities



Investment Opportunities

A photograph of a modern architectural complex, likely a resort or luxury development, situated in a desert-like environment. The building features a large, dark, textured hillside as a key structural element. The complex includes a long, low building with large windows and a wooden deck, and a taller, white-walled structure with a dark roof. The foreground is landscaped with desert plants and small lights. In the background, more hills and a clear sky are visible.

Investment Opportunities

Panoramic Restaurants & Cafés

- Unique dining spots overlooking breathtaking mountain views.

Event Sponsorships

- Festivals, cultural shows, and seasonal gatherings.

Boutique Hotels & Mountain Lodges

- Exclusive stays that blend comfort with nature.

Eco-Tourism Packages

- Partnerships with travel agencies for sustainable tourism experiences.

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.

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

✉ info@hayy.sa

📞 057 10000 59

