

FEASIBILITY STUDY OF A DESERT RESORT

Location: Saudi Arabia

Client: Private Client

Services: Feasibility Study



Feasibility study for the development of an up-market desert resort in Saudi Arabia

Project Objectives:

- Undertake a market feasibility study for the proposed resort, which was intended to serve the Saudi and expatriate markets in the country.
- Identify the best location for the resort based on available infrastructure and proximity to the markets.
- Undertake a competitor review of other resorts in Saudi Arabia and other Gulf states.

Our Recommendations:

- We undertook a complete review of competing resorts, provided an assessment of the best site to choose for locating the resort, as well as a market appraisal, financial appraisal, and identification of associated risks.
- Due to the confidential nature of this report, it is not possible to reveal precise findings.