



AIWadi

The heart of Abha.



About ARDARA



A PIF COMPANY

ARDARA is a real estate developer fully owned by the Public Investment Fund (PIF). We are committed to creating and developing a distinctive and vibrant destination with a lasting impact. Our development approach is inspired by cultural heritage and the beauty of nature, enriching the lives of residents and visitors while fostering pride and belonging. This approach aligns with Aseer's strategy, which aims to make it a year-round global destination.

Our Vision

The acclaimed Saudi developer delivering magnetic destinations and vibrant lifestyles.

Our Mission

THINKING 'FROM HERE'

Inspired by the land and its people, driven by heritage and ambitions, designing with a vision based on local knowledge.

DOING 'WITH YOU'

Collaborating with diverse stakeholders to innovate and coordinate impactful and valuable experiences.

AND GIVING LIFE TO ASPIRATIONS

Creating vibrant and attractive destinations and experiences that meet the aspirations of residents and visitors alike.



AlWadi Location



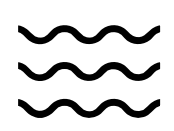
2.5 km²
development land area



+885,000m²
of open space

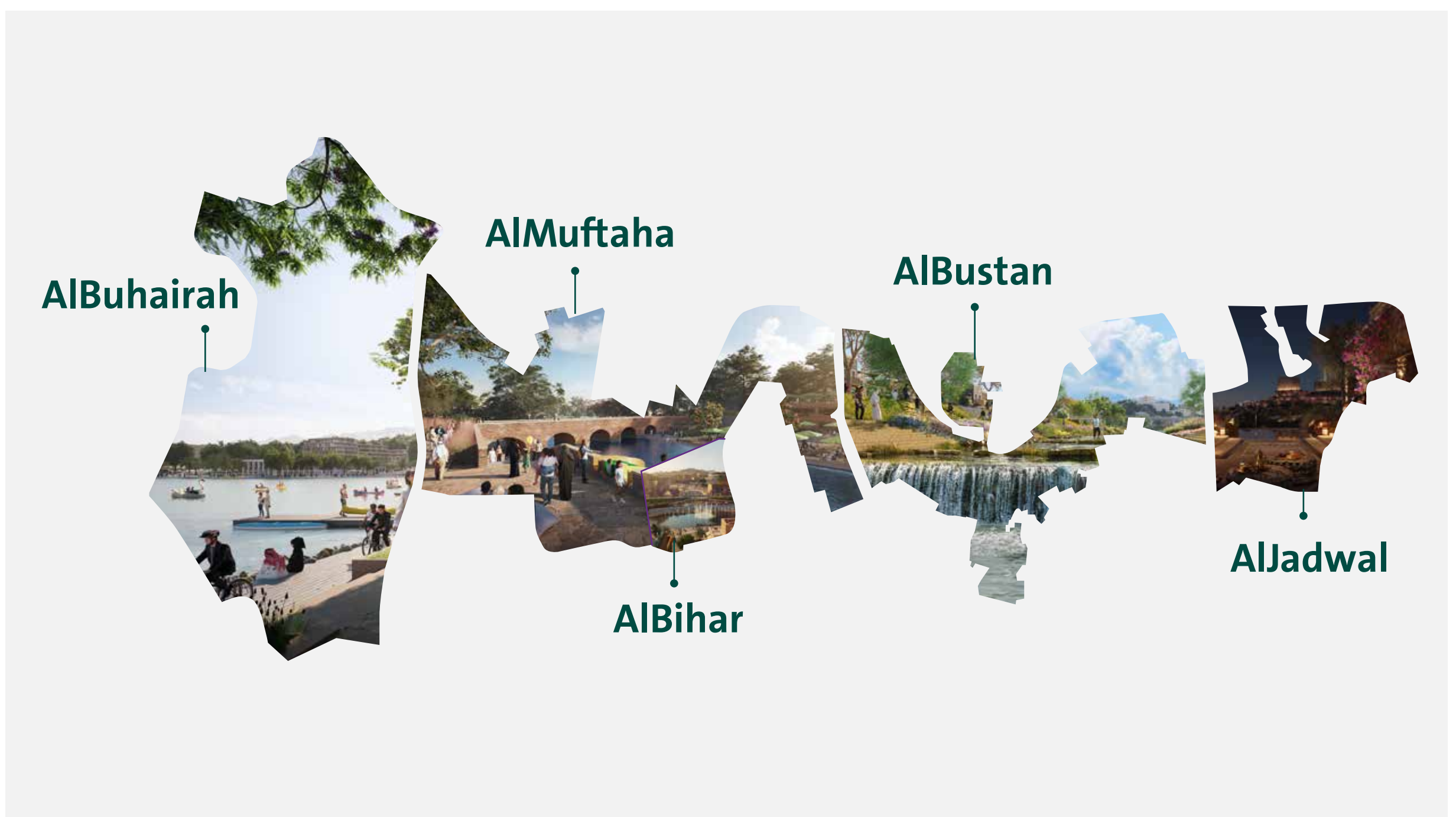


Less than 25 minutes
from Abha International Airport



+12km
of waterfront promenades

Five distinctive character districts built on natural and urban forms:



AlBuhairah District



AlBuhairah District

The gateway to AlWadi.



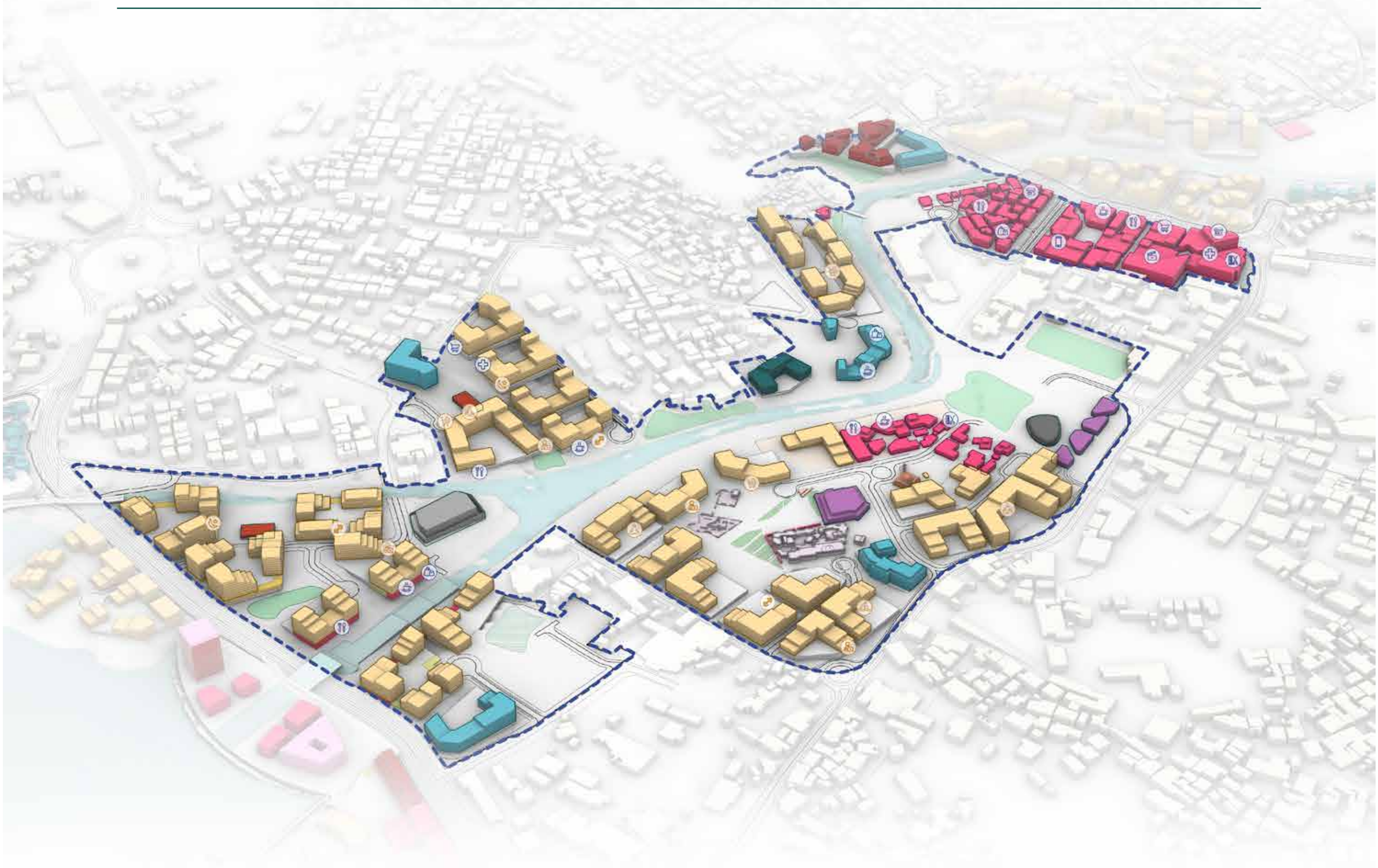
A premier waterfront district overlooking Abha Lake, offering elevated views across AlWadi and the city. **AlBuhairah** combines resort-style living with seamless access to AlWadi. The district is anchored by a scenic lakefront promenade connecting hospitality, residential, retail, and mixed-use destinations including the Landmark Waldorf Astoria and Burj AlDalou. The Living Bridge seamlessly connects the AlBuhairah district to the Wadi and forms a distinctive gateway to AlWadi and Abha.

AlMuftaha District



AlMuftaha District

The downtown within downtown.



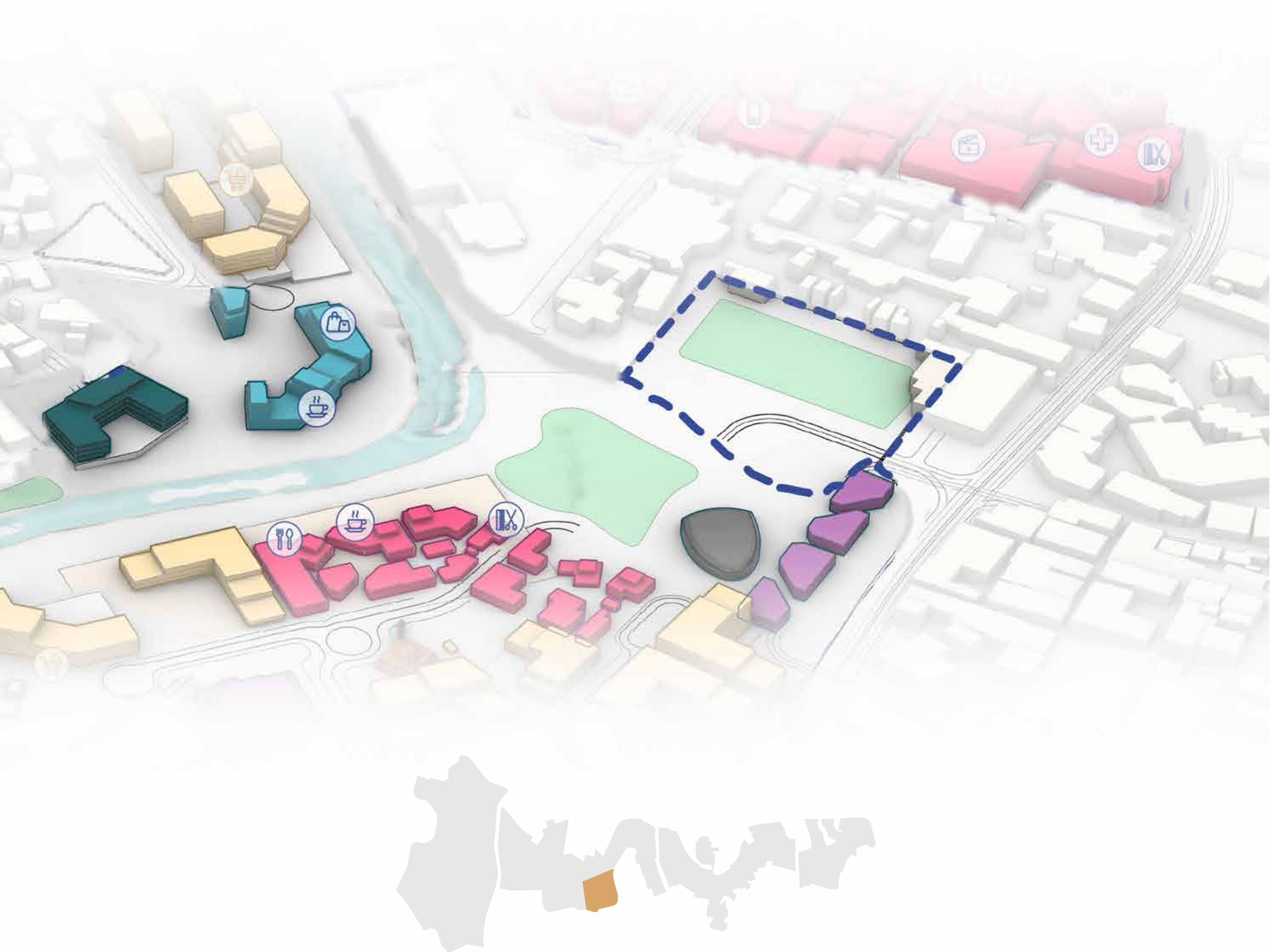
AlMuftaha is the urban heart of AlWadi and where the revitalized Wadi is born. It offers a walkable, world-class lifestyle blending work, culture, retail, dining, and living. Activated waterfront apartments, the rejuvenated Tuesday Market, heritage assets, and a vibrant dining souq come together along the flowing wadi, ascending toward AlBihar and rising toward the terraced farms of AlBustan.

AlBihar District



AlBihar District

The center of it all.



AlBihar is the cultural and civic landmark where Abha's natural, historic and contemporary identities converge. Adjacent to heritage sites, the civic center, and the flowing wadi, it serves as a dynamic gathering place for fashion, art, music, and cultural expression. Curated retail, exhibitions, and immersive brand experiences position AlBihar as one of Saudi Arabia's most iconic public spaces and the cultural heart of Abha and Aseer.

Reinforcing its role as a premier destination for major global events, AlBihar has been selected as a **FIFA Fan Festival™ Site for the 2034 FIFA World Cup**, welcoming up to 20,000 fans.

AlBustan District



AlBustan District

The escape within downtown.



A tranquil nature retreat celebrating Abha's terraced farms and agricultural heritage. **AlBustan** offers immersive agri-tourism experiences, farm-to-table dining, leisure attractions, and a revived farmers market within a serene natural setting. Residential and hospitality offerings feature experiential and rooftop venues with sweeping views of the farms, city, and surrounding mountain peaks.

AlJadwal District



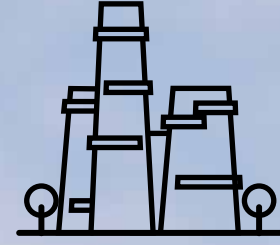
AlJadwal District

The active & natural eastern gateway to AlWadi.



AlJadwal is where the flowing Wadi meets a scenic lake beneath AlMishraf. It blends heritage, nature, and lifestyle through residential communities, hotels, waterfront promenades, and leisure destinations set within dramatic terrain. Retail and entertainment offerings frame the lake, creating a distinctive anchor and arrival point to AlWadi.

AlWadi Urban Lifestyle



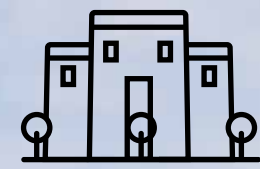
7,306

APARTMENTS



154,082

F&B AND RETAIL GFA (M2)



90

VILLAS AND TOWNHOMES



64,161

OFFICE GFA (M2)



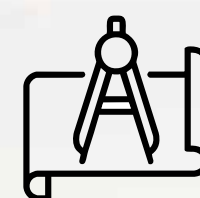
2,783

HOSPITALITY (KEYS)



59,075

LEISURE AND ENTERTAINMENT
ATTRactions GFA (M2)



2,020,000

M2 TOTAL GROSS FLOOR AREA
(GFA) FAR 0.81



Here's your chance

to partner with ARDARA as a supplier or grow with us as an investor.





Thank you

