



Array Hospitality

Hospitality is Our Nature

Company Profile



Hospitality is Our Nature



Offering Services of Distinction

Array focuses on property management and operations through an innovative ecosystem that employs technical and human expertise to offer exceptional hospitality solutions. Array's portfolio extends to securing global and local franchise opportunities, managing project operations, talent recruitment, training, and business development.

Inspiring Journey

In 2021, under the umbrella of First Projects Holding Company, Array set forth with solid, well-established expertise in hospitality, to be the leading partner in defining upscale hospitality through a wide array of luxury real estate products, bringing a unique identity that sets “Array” apart from all others.



Guided by a vision

Array is committed to innovation, sustainability, and quality of life, contributing through its projects to enhancing urban development, making Saudi cities more attractive to both residents and visitors. Array adopts a variety of modern technical methods to reduce environmental and economic costs, minimize waste, and increase the sector's sustainability, thus contributing to achieving the goals of Saudi Vision 2030.

For Ambitious Goal

Array transformed the classic idea of hospitality, presenting destinations that bring people closer and offer outstanding guest experiences. Array also fulfills the expectations of international hospitality leaders by relying on modern criteria and qualified teams.



A modern living room with wood-paneled walls, a large TV, and a potted plant. The room features a light-colored floor, a dark wood wall with a large TV, and a potted plant in a dark pot. The text is overlaid on a white circular graphic.

154 Billion SAR

Domestic tourism
spending in the hospitality
market in 2024

30 Million International Visitors

9.5% Increase Rate in
2024



Vision

To be the first choice for guests and the best partner in the hospitality sector with ideal experiences and outstanding services.



Mission

To redefine the meaning of hospitality in creative ways, and unique services that provide maximum comfort to guests per the highest international standards.



Values

To be guided by strong principles in our work; becoming leaders in local and global hospitality.



1

Excellence in hospitality

We care about customer experience and strive to enhance it; making it a solid foundation for our customers and investor confidence.

2

Superior standards

We do not settle for ordinary benchmarks, but rather elevate our operations towards competitive projects, growing returns, and service that leaves a positive impact on all parties.

3

Adherence to the brand

We preserve the consistency of the brand through properties with cohesive designs that reflect our identity and create a trustworthy experience.

4

Everyone is welcome

We open doors with an approach that builds human bonds, and brings visitors and residents, both local and international, closer together.



A Mission We Work For

Driven by great passion, Array has dedicated itself to becoming a trusted provider of quality real estate services, covering everything from franchise facilitation and sustainable interior design to management, marketing, operations, and hospitality.

Array Services

◆ Operations Department ◆

Marketing, leasing,
and contract
department

Department of
facilities and
shared spaces

Accounting department

◆ Hospitality Partnership ◆

Array
franchise

International
franchises

◆ Business Development and Consulting ◆

98%

The occupancy rate of Grade (A) office spaces in Riyadh during 2025.

65.74%

Share of outsourced facility management services in Saudi Arabia in 2024

186 Billion

SAR Facility Management Market in Saudi Arabia by 2029.






A modern kitchen with a white countertop, stainless steel appliances, and a large island. The kitchen features a white countertop, a stainless steel sink, and a large island with a white countertop. The background shows a kitchen with a white countertop, a stainless steel sink, and a large island. The kitchen is well-lit with recessed ceiling lights and a pendant light over the island. The walls are a light color, and the floor is made of light wood. The overall atmosphere is clean and modern.


Facilities and Shared Spaces Management

We ease property owners' burden through comprehensive solutions that include maintenance, cleaning, security, and safety management.

Alongside managing all operational processes, and supervising the homeowners' association to ensure proper organization of all property matters and maximize returns.

A modern living room with light wood flooring, a grey sofa, a large TV displaying a landscape, and a white countertop in the foreground. A large teal overlay with a gold diamond shape at the top contains white text.

Facility management services represent one of Array's core offerings, contributing to national sector goals and ensuring efficient, safe property operations amid population growth, urban expansion, and increased foreign investment.



Roadmap to Successful Collaboration

Recruitment

We attract and train qualified members to form a competent team that guarantees operational efficiency.

Planning

We conduct a detailed analysis to optimize space utilization, predict needs in maintenance, workforce, and technology, and ensure compliance with all relevant regulations and standards.



Sales and Marketing

We execute marketing campaigns based on well studied strategies to reach the right clients at the right time.

Daily Operations

We monitor and ease routine procedures using modern technologies to ensure optimal performance.



15

**Diverse services
offered in facilities
management**

6

Managed assets

Leasing management

95%

Average occupancy rate across “Array” residential complexes throughout the year



We facilitate effective tenant communication via various systems, helping manage contracts and services. Array assists property owners with rental pricing, tenant selection, and complaint handling. Our lease management promotes transparency and contributes to a well-structured rental market, attracting investment and supporting Saudi Vision 2030 goals in the real estate sector.

1 Because we

Develop operational plans that ensure high occupancy rates all year round.

2

Design digital systems that monitor leasing operations and occupancy rates around the clock.

3

Oversee contracts and manage tenant relationships to guarantee the best returns all in compliance with the Real Estate General Authority’s regulations.



Marketing Management

By closely following real estate market trends, we launch campaigns that professionally showcase projects to target audiences, both online and in the community, through direct outreach and participation in specialized exhibitions. Array leverages an extensive network of digital platforms and tools to organize and manage sales during campaigns, maximizing client returns. Real estate marketing serves as a strategic tool to attract local and international investments, with innovative tools aligned with Saudi Vision 2030, showcasing the sustainable aspects of projects with transparency and accuracy, enhancing market efficiency and increasing its appeal locally and globally.



— We Utilize Tools —
To Bring Properties into The
Spotlight



72

Marketing
Campaigns



50,000

Targeted
Clients



Financial management

We organize and manage the finances of diverse properties, analyzing their financial situation and offering effective solutions that protect and boost the estate market value. Array's financial management raises the quality of properties by balancing between expenses and profits, strengthening business performance and attracting investors.



Financial management

Revenue Management

“ARRAY develops a clear financial plan after rent collection, identifying expenses and revenues to create accurate annual budget forecasts and maximize property returns.

Accounting

“ARRAY” provides well-trained financial professionals and easy to use digital platforms to simplify financial operations throughout the year.



**Exceptional
approach for
astounding
experiences**



20

New Hotels

8200

Rooms

Opened by the known brands around the world, most by strategic cooperations with leading local hospitality groups in Saudi Arabia



4.96 Million

Residents

Needed in Saudi Arabia by 2030

by Hilton DoubleTree



Hilton Worldwide Franchise
for the “ARRAY” Campus Project



Partnership in Hospitality

We collaborate with local and international companies to facilitate hotel franchise operations. Array leverages its expertise in global hospitality standards to secure international hotel franchises and ensure efficient property operations.

5

service
rating

4

star hotel
classification

20

years franchise
duration

Globally

“ARRAY” attracts leading global hospitality companies due to its deep experience in applying international hospitality standards.

Locally

“ARRAY” currently manages several real estate brands with an operational structure designed for scalable franchise systems.

“ARRAY” IN FRANCHISING



Interior Design

Array goes above and beyond to provide outstanding designs that align with modern needs. Its approach is not limited to aesthetics, ensuring compliance with brand standards across residential and commercial real estate projects. With this shift in design and real estate development concepts, projects have become increasingly focused on enhancing quality of life and creating comfortable, sustainable living environments, in line with the objectives of Saudi Vision 2030.





+100

Employees



+1300

Clients



+650

Residential and
Hotel Units



95%

Average Annual Residential
Occupancy Rate



1

Hotel Project
(Under Construction)



4

Residential
Projects




**Pioneering real
Estate Solutions**



Business Development and Consulting

We combine expert guidance with scientifically informed real estate consulting to support decision-makers, maximize investment potential, optimize asset performance, and drive business growth, covering every stage from concept to successful operation.





Successful choices start with informed advice

Business Analysis	Customer Journey Design	System Setup
Market Study (Local & Regional)	Analyzing local and international guest behavior and expectations	Property Assessment and System Deployment
Opportunities & Challenges Assessment	Designing end-to-end customer experiences	Creating Integrated Platforms: Booking, Accounting, Maintenance, and CRM
Current Property Performance Review	Enhancing Touchpoints (Booking, Reception)	Installing real-time Business Intelligence (BI) tools
Operational Process Review	Personalized Experiences by Segment	
Identifying Waste and Improvement Areas	Smart Technology Integration (e.g., smart keys, automated guest services)	Smart Security Installation Staff Training
KPIs Definition per Property Type Periodic Analytical Reporting		Technical Support & Maintenance

The Result?

Strengthened Market Position

Monitoring local and global market trends to seize strategic opportunities

Superior Guest Experience

Enhancing project quality and performance to ensure guest comfort and wellbeing

Efficient Financial Management

Minimizing financial waste with intelligent solutions across all project phases

Increased Operational Efficiency

Delivering a consistent and fully integrated hospitality experience through a modern technical ecosystem





50

Professional
Consultations Delivered
to Clients



25

Services Provided by
“Array” in Business
Analysis



8 - 12%

Annual Return Growth on
Developed Properties



90%

Customer
Satisfaction



Staff Management & Training

At Array, we understand that exceptional hospitality starts with exceptional people. We train and develop our staff according to world-class standards, creating teams that thrive on collaboration and deliver experiences aligned with global hospitality excellence.



The Need for Training is Critical

+50K

Skilled professionals will be needed for major projects in the Saudi hospitality sector by 2030

At “Array”

Hiring with Clear Standards

- ◆ Collaboration & Teamwork
- ◆ Innovation
- ◆ Commitment to Core Values
- ◆ Proven Experience
- ◆ Competence

Training in Global Standards

- ◆ Global Standards
- ◆ Superior Quality
- ◆ Effective Leadership
- ◆ Excellence in Guest Service
- ◆ Professional Hospitality Practices
- ◆ Commitment to Policies and Procedures

25
Training
Programs

100
Employees
Hired

Residential Projects

Array Suites

A high-end residential and hospitality project providing long-term accommodation with hotel-grade services. Ideally located on Olaya Street in Riyadh, across from the Kingdom Tower, providing effortless access to the city's finest shopping, dining, and entertainment.

Luxury, Elegance, Comfort

A collection of long-stay residential suites designed to meet international hospitality standards.

Project Highlights

300

Guests

86

**Residential
Units**

Accommodation Features



Weekly cleaning



24/7 maintenance, security, and reception services



Fully furnished units



Delivery service



Food & beverage service



Room service

Facilities



Shared common areas



Amaken Café & restaurant



Gym



Indoor swimming pool



Private basement parking



Outdoor seating areas





— The Residence —

A newly developed, upscale residential complex in Al Olaya district, where guests enjoy a luxurious hotel experience supported by modern, fully integrated services and diligently managed facilities. All within walking distance of major landmarks such as the Kingdom Tower and King Fahd Road.

— A New Way of Living —

Array welcomes guests to modern, beautifully designed apartments that blend architectural elegance with a vibrant living experience. With interactive facilities and high-end hospitality services, every detail is crafted to enhance comfort, connection, and quality of life.

— Project Highlights —

100

Guests

50

**Residential
Units**

Accommodation Features



Weekly cleaning



24/7 maintenance, security, and reception



Fully furnished



Delivery service



Food & beverage service



Room service

Facilities



Shared common spaces



Barbecue area



Gym



Private basement parking



Luxurious lobby







Sky First Projects Tower

A forthcoming luxury residential tower rising on King Fahd Road in Al Olaya. Its strategic location embodies the vision of First Projects Holding Company that promises an exceptional living experience, offering residents modern facilities and thoughtfully curated services that unite comfort, safety, and sustainable living in the heart of Riyadh.

Insights & Key Numbers

2028

Project completion date

203

residential units

41 m² - 212 m²

various sizes of modern residential units

10 different facilities including:



Multi-purpose hall for events and meetings



Indoor and outdoor swimming pools and relaxation areas



Gyms



Parking



Mini cinema



Sauna, jacuzzi, and massage for relaxation



Children's play room



'Residents social club







Commercial Projects

— Amaken Cafe —

The café is designed to blend harmoniously with its surrounding community, catering to residents and visitors of Arai Suites and the Offices Zone in the King Salman and Al Nuzha districts. It serves a wide range of dishes and beverages in a calm, elegant, and comfortable setting.







— CAMPUS —

Designed in the Salmani style, the complex beautifully merges modern creativity with timeless heritage. It offers a diverse selection of executive offices, co-working spaces, and stylish serviced apartments. Spanning 5,400 m² across five floors on Anas bin Malik Road, the property features a range of facilities -including a pool, a fully equipped gym, and lush green surroundings- that together provide a vibrant, high-quality living and working environment for residents and visitors alike.



One Team, One Dream, One Goal

At Array, a passionate group of industry experts leads the way, united by one ambition: to place Array at the forefront of Saudi Arabia's hospitality sector and make it the premier destination for investors, entrepreneurs, and real estate developers.

Our Clients



مجموعة روشن
ROSHN GROUP



القديية



البحر الأحمر
الدولية

صندوق
الاستثمارات
العامية

PUBLIC
INVESTMENT FUND



HAVAS

ATKINS

Deloitte.



أمالا
AMAALA

Solar
Jinko



هيئة تطوير بوابة الدرعية



We welcome you as

**a guest, an investor, a property
owner, or a developer**



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