



Project Components

This mixed use development will include the following components:

- Shopping Mall including a dedicated Ladies only floor
- Five Star Hotel
- Wedding Hall
- Exhibition and Conference Centre operated by Four Seasons
- Residential Apartments and Condominiums
- Offices including the new USB Headquarters
- Business Centre

Observation Galleries at 175m and 300m

Included in the promotional literature for the development are some fascinating facts and figures. The ones below were taken from a specially commissioned study by Arthur D. Little relating to the projected population of Riyadh this year.

	Saudi Nationals	Others
Male population	1,700,000	910,000
Female population	1,560,000	580,000
0-19 years old	1,704,980	584,000
20-39 years old	1,121,440	493,190
40-59 years old	309,700	385,910
60 and over	123,880	26,820
Total	3,260,000	1,490,000



Demographic profile forecast for Year 2001

Riyadh Population 4,750,000
 Number of households 770,000
 Average Income per household US\$37,815
 Average expenditure per household US\$22,933
 Total expenditures US\$17.75 billion
 Total Shopping Centre expenditures US\$3.4 billion

Breakdown of anticipated customers in shopping centres

Saudi Nationals 55%
 Arab Expatriates 35%
 Western Expatriates 8%
 Other Expatriates 2%

Pictures: Clockwise from bottom left. 1, Main entrance to the tower southside. 2, Architectural model view from the south west. 3, Artists rendering of the Shopping Mall 4, Daylight will permeate even the underground areas. 5, Inside the shopping mall. 6, Only a third of the way up but it still looks a long way.