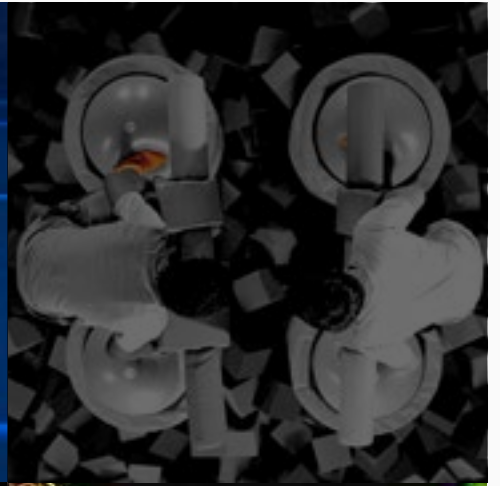




جموعة الحكير  
al hokair group

# Pioneers of Hospitality and Entertainment





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# AL HOKAIR GROUP

Al Hokair Group name has been associated with tourism and entertainment in the Kingdom of Saudi Arabia and the Arab world since 1975 when Sheikh Abdul Mohsen Al Hokair started his career by investing in entertainment and hotel hospitality sectors. Over the past five decades, the group's activity expanded to include 80 entertainment centres, 35 hotels and three commercial centres in Saudi Arabia and the United Arab Emirates.

Al Hokair Group continues to develop its tourism investments to provide the best of what major international companies offer by attracting expertise and forming fruitful partnerships that develop investment returns and make a difference in the fields of entertainment and hotel hospitality in the middle east.

# The main sectors of the company



## Hotel and Hospitality



## Entertainment



## Restaurants



## Cinema



## Fitness Centers





## Hotel and Hospitality Sector

The group owns 35 hotels in various regions of the Kingdom one of the most prominent hotels bearing well-known international names such as Holiday Inn, Hilton Garden Inn, and Accor International. It has 5,122 separate rooms, luxury suites, villas, hotel apartments and chalets, in addition to various facilities, services and various recreational facilities. The group also has 20 halls. One of the most luxurious ballrooms equipped with the latest technologies, means of presentation and sound effects, programmed according to the requirements and desires of customers, such as weddings, receptions, international conferences and exhibitions.



**35**  
Hotels

**20**

Party Halls

**94**

Meeting Rooms

**5122**

Number Of Rooms, Suites And Villas



# Restaurants Sector

In a country where cultures mix and witness an increasing growth in food and beverages. The restaurant sector was established primarily to meet visitors' desires to our entertainment sites and expanded to include many hotels. As a result, the number of branches reached more than 40 branches in various regions of the Kingdom.

Later, the group began investing in foreign restaurants and plans to attract many international brands suitable for the Saudi community, in addition to a number of our distinctive restaurants, such as the Fish Market Restaurant in Al-Khobar Corniche, which serves seafood in the Thai way, grapes and figs with Lebanese taste and others.



**+40**  
Branch In All Regions

**+14**  
Branch  
Pizzo In Our Entertainment Centers

**+14**  
Branch  
La Mode In Our Entertainment Centers

**+11**  
Branch  
From Other Signs In All Regions



# Cinema Halls



## Cinépolis

LA CAPITAL DEL CINE

A partnership agreement has been signed to establish and operate cinemas in Saudi Arabia with the international chain Cinépolis, which has the most extensive distribution in Latin America and many countries of the world.

It has been approved to establish 300 screens in 15 cities in the Kingdom during the next five years, some of which have already been opened in the cities of Jeddah and Dammam in a manner that does not conflict with religious considerations and rulings.

**300**  
Cinematic  
Display Screen

**25**  
City

Scheme Of Setting  
Up A Showroom

**5**  
Years

It Is The Period Of  
Completion Of The  
Project

**2**  
Cinema

It's Already Opened  
So Far





## Fitness Centers



PUREGYM

بيور جيم

The PureGym chain of fitness clubs is one of the largest and least expensive chains of fitness clubs since its establishment in the United Kingdom, the second-largest chain of sports clubs in Europe, and the highest in terms of membership in Britain, with more than one million members. PureGym Ltd. began franchising globally in 2020.

Driven by the group's quest to inspire people to exercise more, get fitter and lead a healthier life, 40 clubs will be launched across major cities in the Kingdom by the end of 2025, with the first branches opening in Riyadh in the third quarter of 2021.

**40**  
Men's and  
Women's Club  
By 2025

**1,7**  
Million

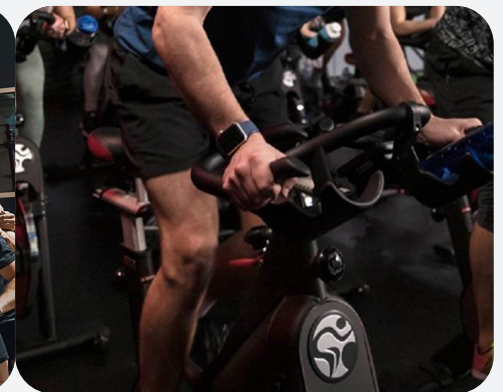
The Number of  
Members Is The  
Second In Europe

**500**  
Location

In The United Kingdom  
And Several European  
Countries

**2009**

Puregym Started Its  
Journey In The Uk





مجموعة الحكير  
al hokair group

# Let the ADVENTURE begin





# Entertainment Division

Since the beginning of its business in the Malaz theme park in Riyadh, the entertainment sector of the group has expanded until it became the largest in its field in the Middle East region. Today, the group owns more than 88 entertainment centres spread across the region with annual visitors exceeding 30 million.

The group has succeeded in maintaining its leading position in entertainment as the first and most significant investment company in this region. Entertainment options for the family, considering the provision of entertainment that suits all age groups, and the entertainment sector continues to expand its activities in the sisterly United Arab Emirates, and Egypt. and plans to expand further in the Middle East and North Africa.



Square Meters Area  
Of Recreational  
Centers



Million  
Visitors / Year



Entertainment  
Center



Mechanical And  
Electronic Game



SPONKYS  سبونكس



An entertainment space inspired by the idea of LIGHT. This 'futuristic' fun destination combines a colorful, modern design with an exclusive fit-out for all ages. An entertainment complex with rides, attractions, trendy cafes, and food kiosks for the whole family. At Sparky's, guests will have the opportunity to enjoy a wide selection of indoor rides, simulators, skill games, games and attractions. Sparky's provides more than just an average gaming experience.



We offer a wide variety of arcade classics and new high-definition releases that are certain to bring you hours of enjoyment! Let's set off on a journey like no other, let the games begin!



Rides



Video Games



Soft Play



Redemption  
Games



Ice Skating Rink



Table Games



Bowling Alley



Party Halls



Kids Barber  
Shop



VR Games





# LOCATIONS

## 1. Central Area

- Sparky's Panorama Mall
- Sparky's Salam Mall
- Sparky's Lulu Riyadh Avenue
- Sparky's Nakhil Mall
  
- Sparky's Rabwa Mall
- Sparky's Al Hamra Mall
- Sparky's Fursan Plaza Al Kharj
- Sparky's Quwaieyah
- Sparky's Hokair Time Qassim
- Sparky's Riyadh Gallery
- Sparky's Dawadmi

## 2. Western Area

### Jeddah:

- Sparky's Red Sea Mall
- Sparky's Mall of Arabia
- Sparky's Al-Andalus Mall
- Sparky's Aziz Mall
- Sparky's Roshan Mall

### Madinah:

- Sparky's Al Hokair Time
- Sparky's Rashid Mall
- Sparky's Manar Mall

### Makkah/Taif:

- Sparky's Al Hokair Time
- Sparky's Jouri Mall
- Sparky's Al Hokair Time Taif

### **3. Eastern Area**

- Sparky's Dahrn Mall
- Sparky's Qurtoba Khobar
- Sparky's Al Jubail Alnaba
- Sparky's Lulu Jubail
- Sparky's City Mall Qatif

### **3. Southern Area**

- Sparky's Al Azzam - Najran
- Sparky's Hokair Time Jizan
- Sparky's Rashid mall Jizan

### **4. UAE**

- Sparky's Khalidiyah Mall  
Abu Dhabi
- Sparky's Mushrif Mall Abu  
Dhabi

- Sparky's Makani Mall Al Ain
- Sparky's Foah Mall Al Ain
- Sparky's Rak Mall Ras Al  
Khaimah
- Sparky's Lulu Mall Fujairah
- Sparky's Khalidyeh Bowling
- Sparky's Foah Bowling

### **5. Egypt**

- Sparky's Mall of Arabia
- Sparky's Tanta Mall

### **6. Other Locations**

- Sparky's Hafer Al Baten
- Sparky's Makan Mall Centre  
Al Khair





A unique entertainment space that includes bowling, video games, billiards and live events. You can book the space for birthdays or company parties. Sparky's Bowling is the perfect place for your party! You can rent the entire place or just reserve a table for birthdays, company parties, meet-ups, and team-building events. It is a gathering place for Circles and Groups as the attached Café is curated with passion with a classic menu.



SPARKY'S  
BOWLING



Panorama Mall Riyadh |  
Al Rashid Mall

Redsea Jeddah



SPARKY'S  
LÖSERTAG



Sparky's Lasertag is well designed and equipped to meet your needs. Laser Tag is a safe and modern combat team game that is suitable for both kids and adults. An ultra-modern interior layout is sure to thrill you, and provides both physical and mental challenges for people of all ages. It's clean, safe, and offers no mess to the environment, but most importantly, it's designed to offer serious fun for everyone. Laser Tag is a very popular team game throughout the world, appealing to almost all age groups, unaffected by seasons. The Thrill Zone Laser Tag Arena offers a full feet of action packed fun with the latest laser tag equipment.



**SPARKYS**  
**LASERTAG**

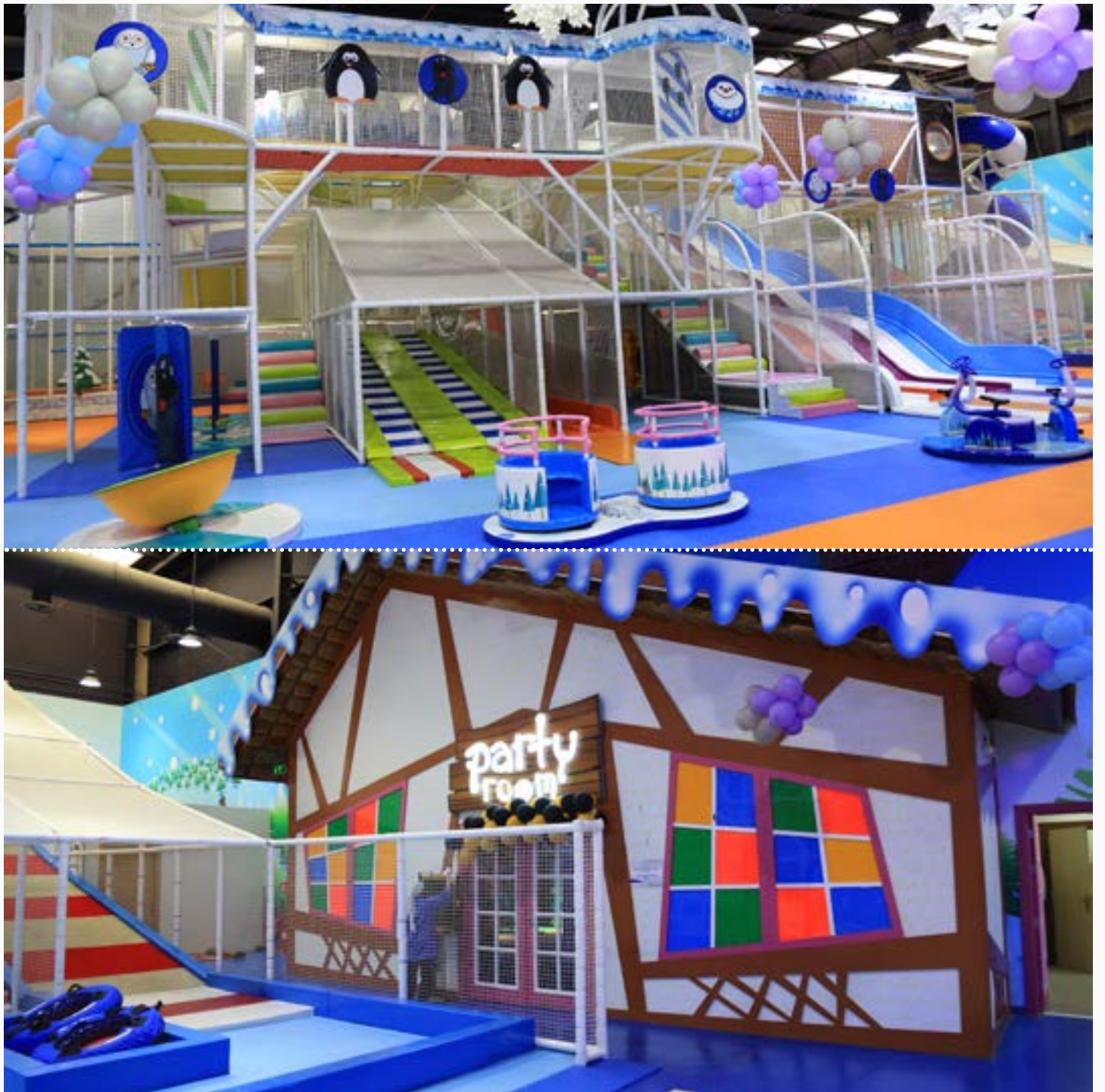


Panorama Mall Riyadh | Red Sea Mall Jeddah  
Al Rashid Mall





Snowy is a Cluster of Cubes. Cube acts as a Digital themed enclosure for different activity such as Climbing wall, Slides and Kids Trampoline. Each cube has its identity for its content and environment. it is safe, padded, and only populated by children of the same height and age.



# LOCATIONS

## 1. Central Area

- Snowy Forest Al Makan Mall  
Riyadh
- Snowy Forest Al Thummamh  
Riyadh

## 2. Western Area

- Snowy Forest Al Jamaa Plaza  
Jeddah
- Snowy Forest Red Sea Mall  
Jeddah
- Snowy Forest Al Hokair Time  
Taif
- Snowy Forest Al Hokair Time  
Makkah

- Snowy Forest Al Hokair Time  
Madina

## 3. Eastern Area

- Snowy Lulu Al Hasa

## 4. Southern Area

- Snowy Forest Al Al Rashid  
Mall Jizan
- Snowy Forest Azaan Plaza  
Sabyah
- Snowy Forest Hokair Time  
Jizan



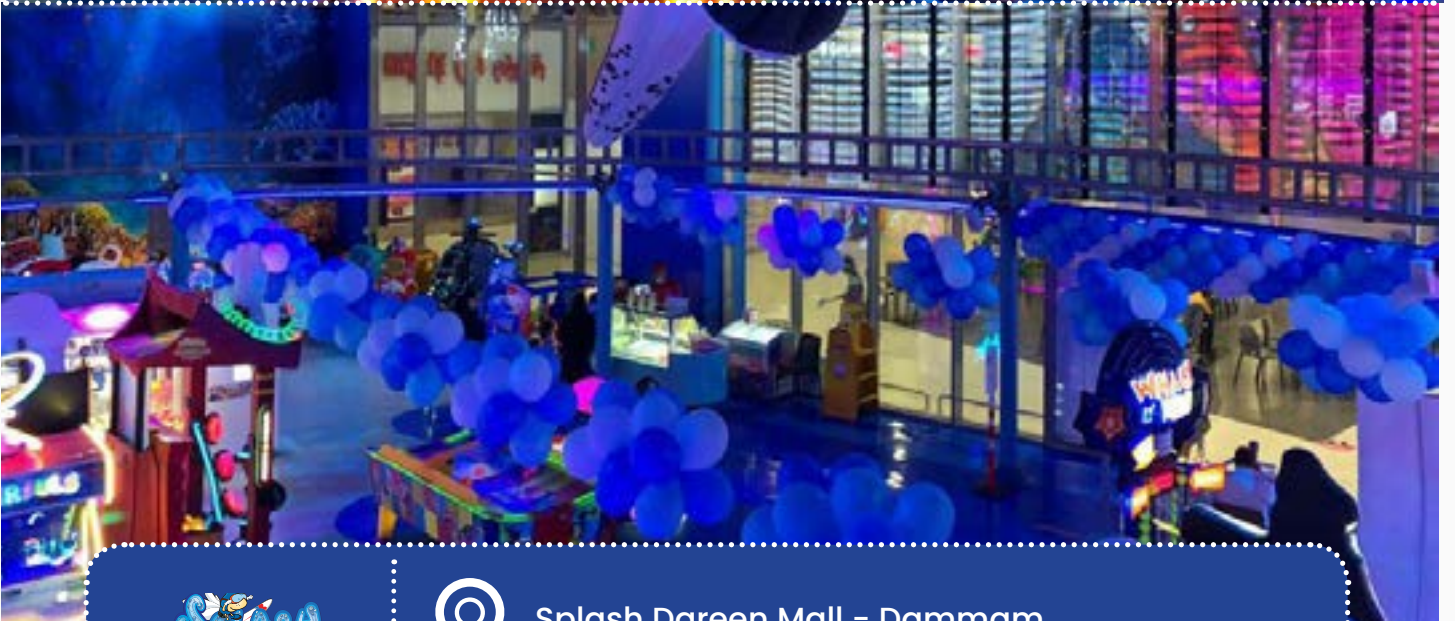
SPLASH



The concept of the FEC was for Splash to invite people into his world and bring a new meaning to excitement and entertainment. The fusion of a unique environment and the latest attractions in the amusement industry.

Al Hokair Group is always keen to attract innovative ideas year after year to enrich the experience of its visitors.

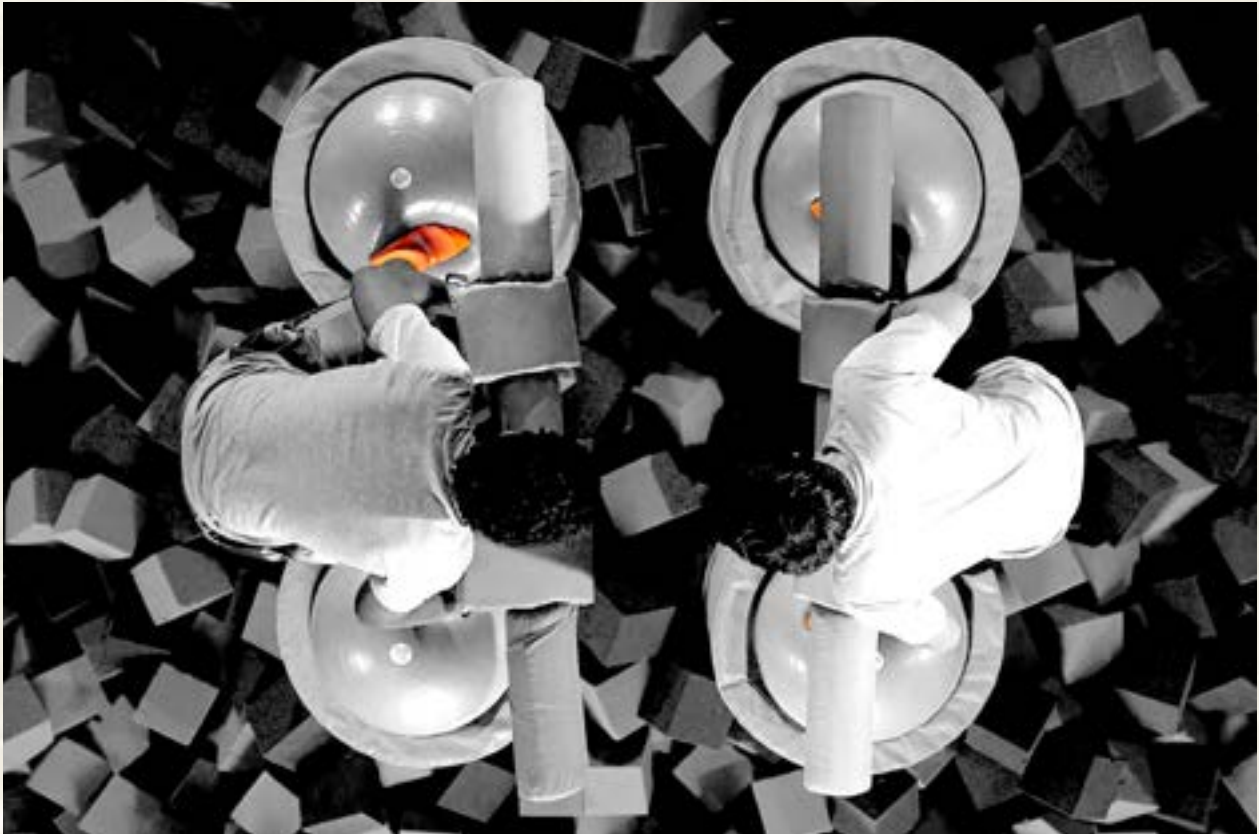
We have launched Splash in Darren Mall in Dammam, with a design inspired by seabed and laser lights. Guests will experience a first-of-its-kind feeling of diving into the ocean with water boating rides and more than 80 video games. Exclusive for this location are the famous Super Mario, in addition to a VR gaming zone, and a new release of the Chimpact game.



Splash Daren Mall - Dammam



**SKY ZONE<sup>®</sup>**  
**TRAMPOLINE PARK**



Sky Zone isn't just a trampoline park or a place to hang out. At Sky Zone we believe in the Power of Play; the kind of play that makes us jump and dodge and flip and sweat and laugh and bob and weave until we need to drink some water and lie down. Play where you can be you, in the moment, free. The kind of play that is good for our bodies and even better for our brains.



# LOCATIONS

## 1. Riyadh

- Sky Zone – Al Hokair Time  
Al Rabwah
- Sky Zone Takhassusi

## 2. Jeddah

- Sky Zone Aziz Mall
- Sky Zone Roshan Mall

## 3. Makkah

- Sky Zone Al Hokair Time

## 4. Taif

- Sky Zone Al Hokair Time

## 5. Madinah

- Sky Zone Al Hokair Time

## 6. Jizan

- Sky Zone Al Hokair Time

## 7. Eastern Area

- Sky Zone Al Hokair Time  
Qurtobah



**E**  **XTREME**®  
TRAMPOLINE PARK



Extreme Trampoline is a family entertainment destination that includes one-on-one entertainment and sports, featuring many physical activities with large trampoline-covered spaces as well as side walls and slopes that provide security and safety for the whole family.



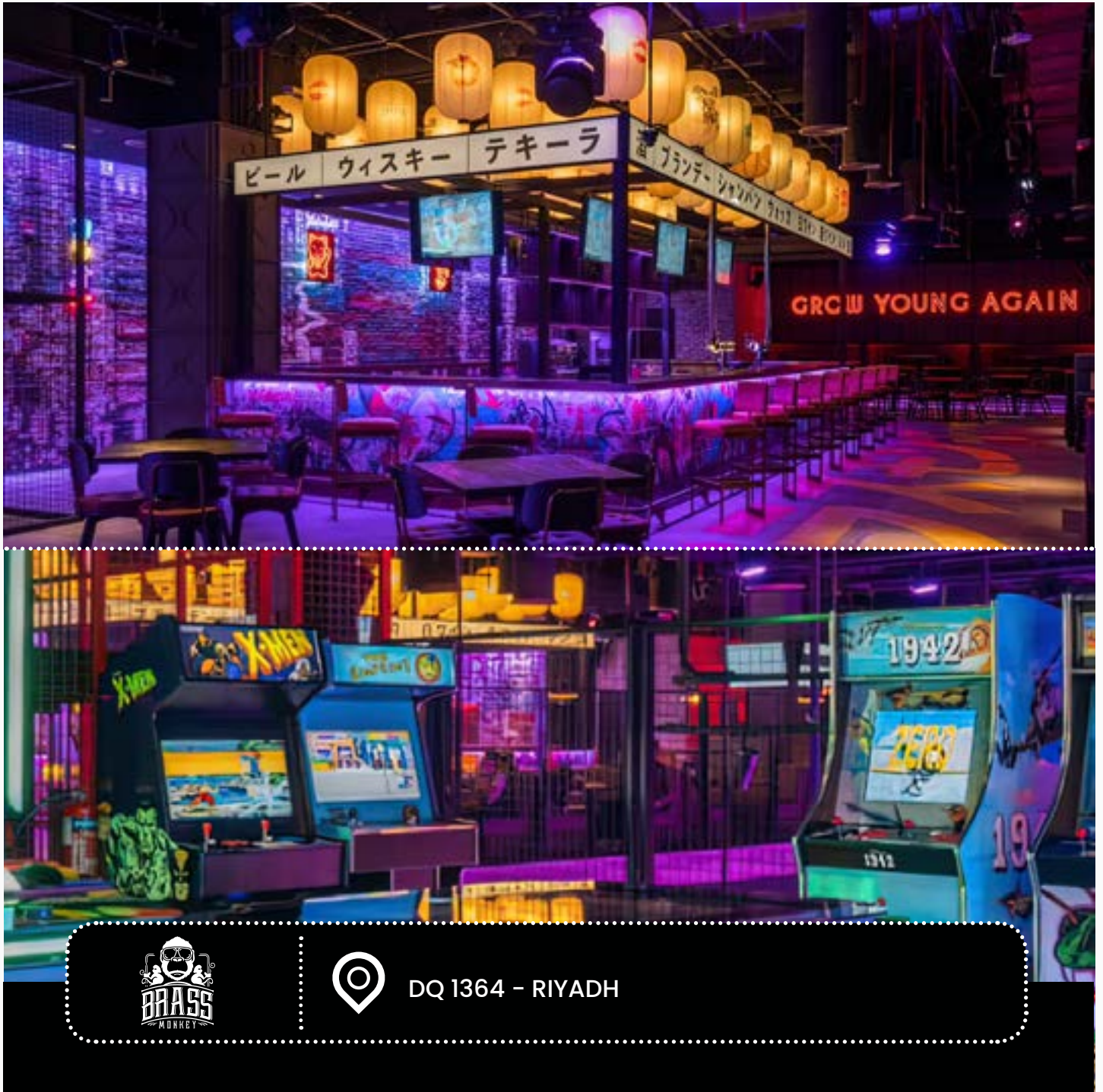
Extreme Al Qassim Al Qassim  
Extreme Al Mushrif Mall Abu Dhabi.





About The Brass: Established in 2020, Brass Monkey is the first of its kind to ever be created in the Middle East. Offering a place for the old school & new by the old school. A place where our customers can grow young again .

The brass Movement: We are from the “good old days” generation that enjoyed the company of other. We surrounded ourselves with out of this world experiences that turned into stories. We shared with our loved ones. So we are here now to continue this legacy, of story making through good times, good food, and good people.



DQ 1364 - RIYADH



Cocomelon™

Playdate





A place where imagination comes to life! The future of Imagination is here! Powered by the world's coolest & most iconic Kids brand COCOMELON. Are you ready to join JJ, YoYo and TomTom and explore new, fun, creative experiences on the Way! Then buckle up, prepare you imagination and let your creativity run wild as the journey is about to start...



Riyadh and Dubai



*Barbie*

*HOT WHEELS*

MEGA

**Mission: Play!** is an interactive entertainment experience of 4.000m2 which brings Mattel's iconic brands to life through themed zones for Barbie, Hot Wheels and Mega Bloks. The centre will combine physical and digital play experiences as well as offering educational programs, events, themed F&B and experiential retail.



Soon: **Abu Dhabi** and **Dubai**



**MISSION PLAY**  
by Mattel



# MONOPOLY

BRAND

# LIFESIZED





Move around a lifesized Monopoly board and complete escape room style challenges! Travel around the giant board to complete challenge rooms and to buy properties. Remember all those hours spent collecting colored cards, building houses, and? Well, it's time to roll the dice once again as Hasbro Inc reinvents one of our favorite boardgames with the first in the MENA region Monopoly Lifesized family entertainment center, following the success of its first edition opened in London in 2021.



**MONOPOLY**  
**LIFESIZED**



Riyadh

# PLAYO CITY

POWERED BY Hasbro

Hungry Hungry  
**Hippos**

**Tonka**

THE ORIGINAL GAME OF  
**CONNECT 4**

**POWER RANGERS**

THE **LITTLE PONY**

**TRANSFORMERS**



PLAYOCITY is the first Entertainment Park that introduces Hasbro's Brands experience in Saudi Arabia to the world. A very exciting and adventurous indoor experience that holds all Hasbro's Heros under one roof. Each character has its own zone inside the entertainment center. Where you explore all the wonders and excitement throughout your journey. From mechanical rides such as (drop zone, roller coaster, carousel, etc...) to soft play zone and laser tag.



PLAYOCCY



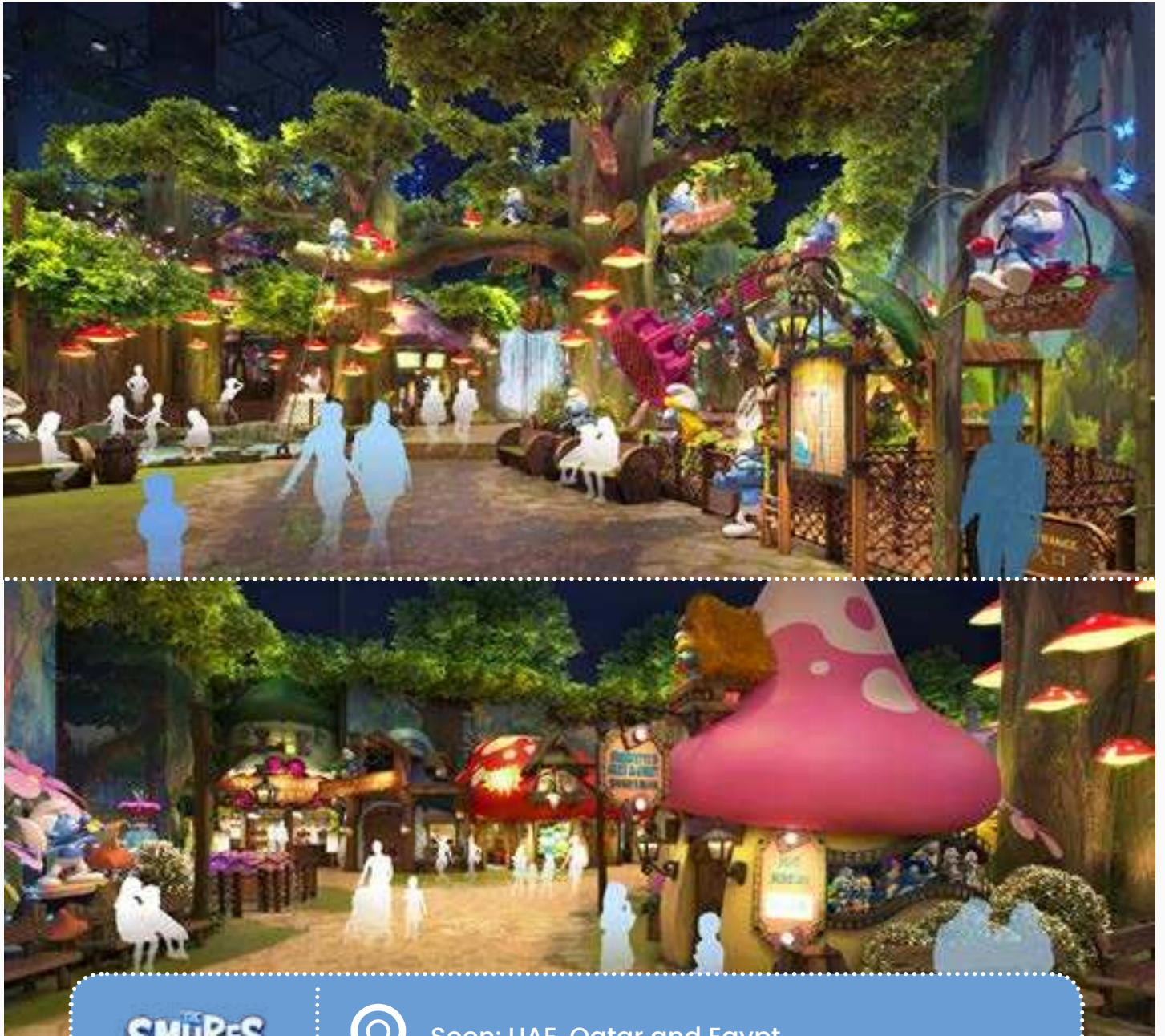
Riyadh and Jeddah



THE  
**SMURFS**



Smurfs Family Entertainment Center is the first of its kind in the MENA Region. In this incredible Smurfs world different themed zones, scaled to make you feel Smurf-sized, can be explored. Like The fantasy forest which will contains several great attractions and The Smurfs village where children can meet their favorite Smurfs, explore and play in the Smurfs houses and go on different rides experiencing how Smurfs live. Also Gargamel's house, the Smurfs archnemesi! Here the visitor awaits an exciting and thrilling time trying to rescue captured Smurfs and escape Gargamel's house.



**THE SMURFS**



Soon: UAE, Qatar and Egypt



الحكير تايم

ALHOKAIR TIME

AL HOKAIR TIME





## Al Hokair Time:

A new concept for entertainment centers, it has three leading brands Sparky's, Snowy Forest, Sky Zone Trampoline, Toy Stores, Food and Beverage Shops and world-class restaurants.

## Al Hokair Time Top Brands



Sparky's



Sky Zone



Snowy



Go go toy's



Pezzo



La Mode

## Al Hokair Time Top Partners



DUNKIN'



مايسترو



## LOCATIONS

- Al Hokair Time Al Rabwah Riyadh
- Al Hokair Time Al Malqa Riyadh
- Al Hokair Time Dammam
- Al Hokair Time Qurtubah
- Al Hokair Time Jazan
- Al Hokair Time Madinah
- Al Hokair Time Makkah
- Al Hokair Time Taif





The best place where all the family members can enjoy a wide variety of arcade games and rides, and also with one of the most delicious pizza in the kingdom, not only this you can also celebrate your birthday party with your friends and your beloved ones. All of this in one place Fun Time.

Fun Time goal is to create positive, lifelong memories for families through fun, play and delicious handmade pizza. With the first-of-its-kind gaming experience.



Al Muruj, Riyadh



Al Kurnaysh Rd, Jeddah

# F&B





In a country where cultures mix and witness an increasing growth in food and beverages. The restaurant sector was established primarily to meet visitors' desires to our entertainment sites and expanded to include many hotels. As a result, the number of branches reached more than 40 branches in various regions of the Kingdom.

Later, the group began investing in foreign restaurants and plans to attract many international brands suitable for the Saudi community.

# LOCATIONS

## 1. Pezzo

- Al Hokair Time  
Takassusi – Riyadh
- Sparky’s Al Hamra Mall – Riyadh
- Al Hokair Time – Dammam
- Al Hokair Time – Qurtubah
- Sparky’s Mall of Dhahran
- Al Hokair Time – Jazan
- Al Hokair Time – Madinah
- Al Hokair Time – Al Qassim
- Sparky’s Mall of Arabia –  
Jeddah
- Sparky’s Al-Andalus Mall –  
Jeddah
- Sparky’s Red Sea Mall – Jeddah
- Sparky’s Al Makan  
Mall – Tabuk

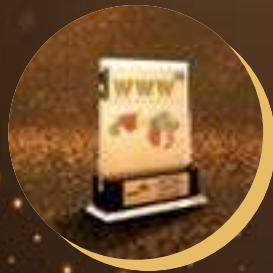
## 2. La Mode

- Al Hamra Mall – Riyadh
- Al Makan Mall – Riyadh
- Mall of Arabia – Jeddah
- Sparky’s Al-Andalus  
Mall – Jeddah
- Sparky’s Red Sea  
Mall – Jeddah
- Al Hokair Time – Dammam
- Al Hokair Time – Qurtubah –  
Al Khobar
- Sparky’s Mall of Dhahran
- Al Hokair Time – Jazan
- Al Hokair Time – Madinah
- Al Hokair Time – Al Qassim
- Al Hokair Time – Makkah
- Al Hokair Time – Taif

# AWARDS



**MENA Council**  
Awards for Leisure and  
Attraction



**GOLD AWARD**  
For best website



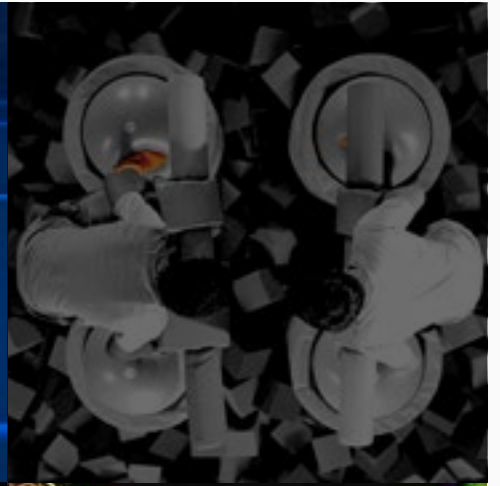
**Best Work**  
Environment



**Tourism Award Of**  
Excellence



**And many other Awards**





مجموعة الحكير  
al hokair group

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