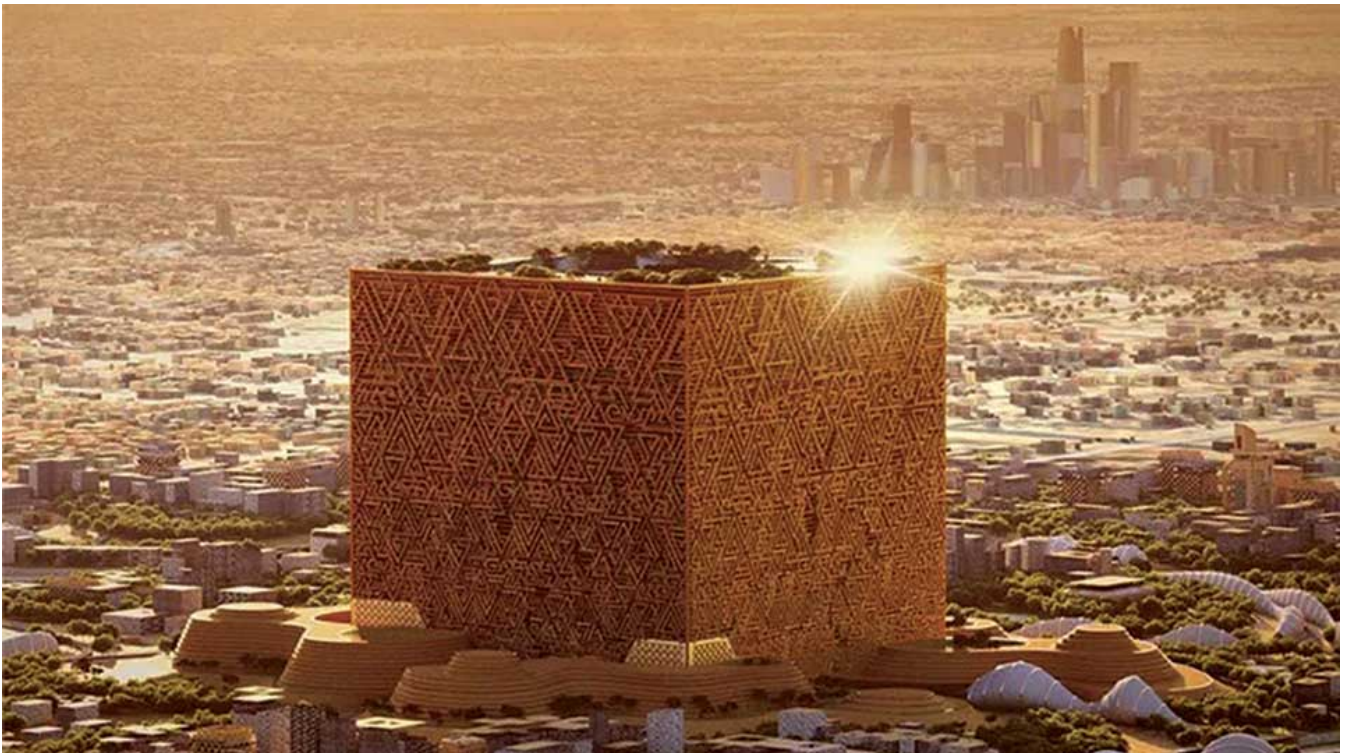


## Saudi Arabia's megaproject giant cube city to blow tourists' minds

A Monitor Report

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Riyadh : Saudi Arabia's latest megaproject, New Murabba, is expected to be yet another game-changer for the country's tourism industry. The centerpiece of the development is the Mukaab, a 400m-tall and 400m-wide cube city that is set to become the world's largest modern downtown area.

The project aims to transform a 19-square-kilometer area in Riyadh's northwest into a vibrant mixed-use district. The Mukaab will feature a tower on top of a spiral base, with a structure that spans 2 million square metres of floor space.

It will include hospitality destinations with retail, cultural, and tourist attractions, residential and hotel units, commercial spaces, and recreational facilities.

The New Murabba project, which is said to be able to fit 20 Empire State Buildings in its entirety, will feature over 104,000 residential units, 9,000 hotel rooms, 980,000 square metres of retail space, and 1.4 million square metres of office space, with 1.8 million square metres of community facilities.

The district will have more than 80 entertainment and cultural venues, a museum, a technology and design museum, and a theatre.

Scheduled for completion in 2030, the project is also a clear indication of Saudi Arabia's ambitions to position itself as a leader in the fields of technology, innovation, and sustainable development.

The New Murabba project will be a model for sustainable urban development, with green areas and walking and cycle paths designed to promote healthy lifestyles.

Those staying within New Murabba will have access to living, working, and entertainment spaces within a 15-minute walking radius, and the airport will be just a 20-minute drive away.

The project is expected to create over 350,000 jobs, driving economic growth in the region.