

Hassan Allam Holding Marks Signing of SAR 2.7 Billion Waldorf Astoria Super Block Project in Diriyah

Hassan Allam Holding is proud to announce the official signing of the SAR 2.7 Billion Waldorf Astoria Hotel, Residences, & Mixed Use Super Block in Diriyah, Saudi Arabia, awarded to its subsidiary, Hassan Allam Construction Saudi, in joint venture with UCC Saudi, by Diriyah Company.

The signing took place in the presence of Hassan Allam, Chairman and CEO of Hassan Allam Holding, alongside Jerry Inzerillo, GCEO of Diriyah Company, and Samer Ibrahim, CEO of UCC Holding.

Spanning approximately 241,000 sqm of built-up area, the mixed-use development will bring together the iconic 200-key Waldorf Astoria Hotel, 47 branded residences, commercial and office buildings, an integrated super basement, and a vibrant public realm, contributing to one of the Kingdom's most prestigious destinations.

Through our continued collaboration with Diriyah Company, we remain committed to delivering landmark developments that contribute to the Kingdom's ambitious transformation. Backed by a legacy of 90 years of excellence across the MENA region, Hassan Allam Holding continues to shape iconic destinations that inspire generations and stand as enduring symbols of quality, innovation, and excellence.