



NAKHEEL MALL
PALM JUMEIRAH



Manifesto

IMAGINE YOU'RE IN A BOLD
AND INTRIGUING SPACE,
WHERE FOOD MEETS FASHION
& ENTERTAINMENT ON
THE PALM JUMEIRAH

Nakheel Mall is the landmark mall on the Palm Jumeirah. It is a food meets fashion retail destination that is as unique as its customer base. Having opened in Q4 2019, it is the only centre of its kind in Dubai, Nakheel Mall delivers a cultured and eclectic customer that want to connect to the right brands and experiences. Nakheel Mall will further enhance its potential, through its major attractions such as the interconnected Monorail, The Rooftop and The View at The Palm Observation Deck that will connect the mall to one of the most iconic views in Dubai.



NAKHEEL MALL BY NUMBERS

1.1MILLION
GROSS LETTABLE AREA

7 MAJOR ANCHORS
WAITROSE, DEPACHIKA FOOD HALL,
VOX CINEMAS, TRAMPO,
FABYLAND, FITNESS FIRST, JYSK

\$7.8BILLION
RETAIL POTENTIAL PER YEAR

50,000
PRIMARY PALM RESIDENT MARKET

The palm leaf is often referenced as a symbol of peace, a meaning where it is often associated with paradise.

For these reasons, the palm leaf is infused into the Nakheel Mall brand.

WHERE LOCAL STYLE MEETS INTERNATIONAL APPEAL

Nakheel Mall is home to one of Dubai's premier shopping destinations. The mix of the Palm Jumeirah residents (35,000+) and tourist population across 40 hotels (10,000+) is as exciting as the culturally eclectic community it represents.





THE NAKHEEL MALL ADVANTAGE

350 STORES

WAITROSE
LARGEST IN THE UAE

DEPACHIKA
30,000 SQ.F.
CURATED FOOD HALL

ENTERTAINMENT
250,000 SQ.F.

VOX CINEMAS
15 SCREEN CINEMA

HOTEL AT PALM TOWER
ST REGIS – 5★



ATTRACTIONS

THE VIEW
THE PALM VIEWING DECK &
EXHIBITION

THE ROOFTOP
LICENSED ROOFTOP DINING
(Q4 2020)

PALM MONORAIL
CONNECTING THE PALM TO
MAINLAND DUBAI

By Day

Fashion, Lifestyle, Home & Food

Anchored by the largest Waitrose in the UAE, the Fashion High Street will include dominant international brands along with a number of new fashion retailers who recognise the appeal of such a cultured customer base. Nakheel Mall boasts H&M, Home, JYSK, Ebarza and bespoke fashion brands like Mrs Keeper. Retailers will be encouraged to express their own brands in their store designs and will benefit from the all-day activation of the space through the retail mix of food with fashion.

A VIBRANT DESTINATION LIKE THE PALM JUMEIRAH DEMANDS A VIBRANT RETAIL DESTINATION: A COMBINATION OF VIBRANT FOOD AND FASHION AND ENTERTAINMENT INTERACTING FROM EARLY MORNING TILL LATE AT NIGHT.



By Night

Rooftop, Food Hall and Restaurant Dining, Licensed Restaurants

Moving away from the traditional food court, Nakheel Mall is destined to become the food destination for both the Palm community and tourists. This new urban dining experience will reflect the Palm and Dubai living at its best. Depachika Food Hall will complement the vibe of the Palm customer. Intimate and best in class restaurants will provide ambience, character and fun casual dining at any time of the day, as retailers can trade into the evening to leverage the VOX Cinemas, Trampo and 100,000sqm of entertainment and a late night vibe.





The immediate trade areas of Palm Jumeirah are **highly affluent** with average income levels upwards of AED 51,000. **More than twice** the overall average of Dubai.*

The average household income is **AED 51,000 per month.**



The Palm Jumeirah

Advantage

When it comes to residents, **45% of Dubai's population** falls within a **30-minute drive time** of Palm Jumeirah.



The Palm Customer

By Numbers



THE AVERAGE CUSTOMER IS IN THEIR LATE 30S, INCLUDING YOUNG PROFESSIONALS, FAMILIES AND CREATIVES. 66.6% OF WORKERS IN THE AREA ARE IN PROFESSIONAL ROLES* – MORE THAN DOUBLE THE GLOBAL AVERAGE.

While the customer base is individual and stylish, typically they are highly educated, young careerists who believe fashion and looking good is important. Out-of-area workers also frequent the mall, adding to the vibrant customer mix. Local residents spend 46 per cent above the Dubai average on dining while their fashion spend is 22 per cent higher.* Both these spends are forecast to continue to grow strongly.

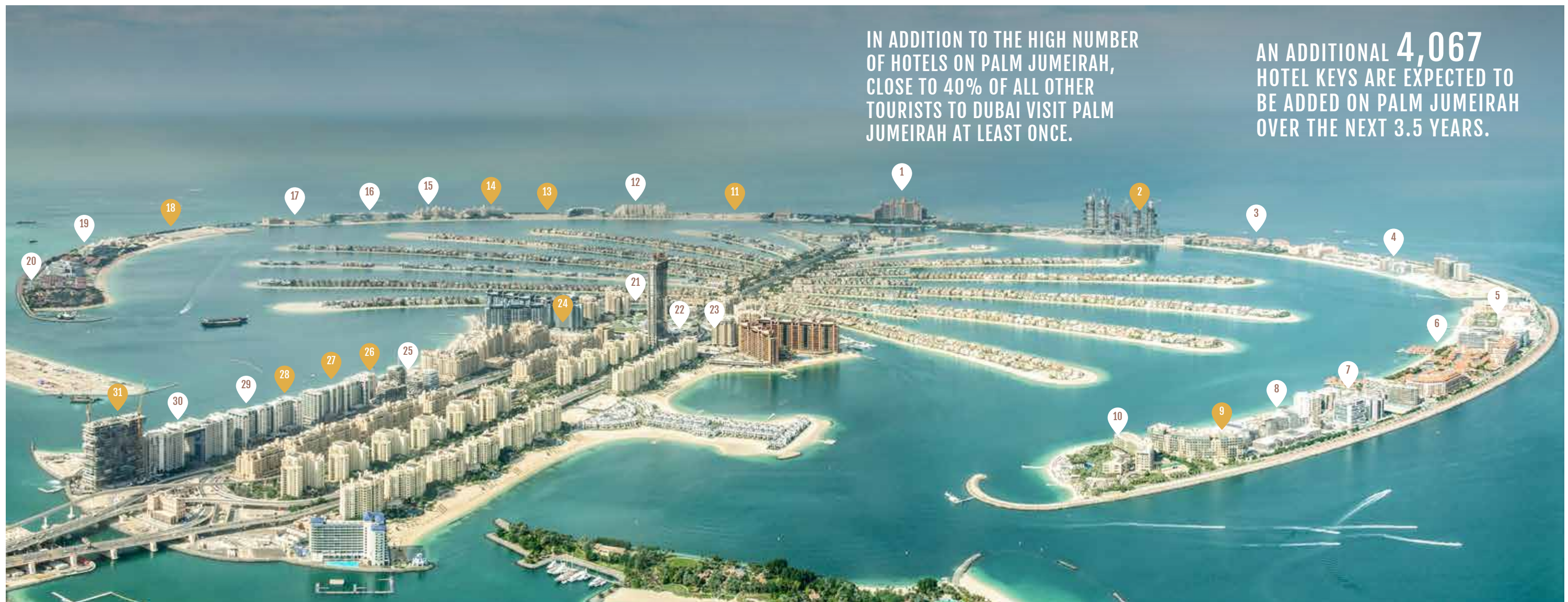
RESIDENT DEMOGRAPHIC PROFILE
25% WESTERNERS
19% EMIRATIS
23% ARABS
25% ASIANS

NUMBER OF RESIDENTS
50,000

10,600 RESIDENCE
UNIT + APARTMENTS

IN ADDITION TO THE HIGH NUMBER OF HOTELS ON PALM JUMEIRAH, CLOSE TO 40% OF ALL OTHER TOURISTS TO DUBAI VISIT PALM JUMEIRAH AT LEAST ONCE.

AN ADDITIONAL **4,067** HOTEL KEYS ARE EXPECTED TO BE ADDED ON PALM JUMEIRAH OVER THE NEXT 3.5 YEARS.



Hotels of The Palm

Palm Jumeirah has 20% of the total 5-star hotel rooms in Dubai this is the highest density of 5-star hotel rooms not only in Dubai, but in the entire Middle Eastern region. In terms of Average Daily Rate, hotels on Palm

Jumeirah have ADR equating to as high as AED 1,800, which is close to 4 times the overall ADR for Dubai, thus signifying the affluence levels of guests staying in hotels on Palm Jumeirah.

1. Atlantis, The Palm
2. Royal Atlantis
3. Sofitel Dubai The Palm
4. The Retreat Palm Dubai
5. Waldorf Astoria
6. Anantara The Palm Dubai Resort
7. Royal Central Hotel
8. Aloft Hotel

9. Crescent Resort
10. Rixos The Palm
11. Palm 360
12. Kingdom of Sheba
13. The 8 Hotel
14. Conrad
15. Emerald Palace Kempinski Dubai
16. Kempinski Hotel & Residences
17. W Hotel
18. Taj Exotica Resort & Spa
19. Jumeirah Zabeel Saray
20. One&Only The Palm Dubai

21. DUKES Dubai
22. St Regis
23. Hyatt Andaz Dubai The Palm
24. SE7EN Hotel Apartment
25. Fairmont The Palm
26. Byblos Hotel The Palm
27. AQUA Hotel
28. Hilton
29. Marriott Resort
30. FIVE Palm Jumeirah
31. The One Hotel

 Existing Hotels

 Upcoming Hotels

From near and far away

The Tourist customer

THE HIGHEST DENSITY OF
5 STAR HOTELS IN MIDDLE
EAST – **31 HOTELS**

NO. OF HOTEL KEYS ON
PALM JUMEIRAH **7,900**
AN ADDITIONAL **4,067**
HOTEL KEYS ARE EXPECTED TO
BE ADDED ON PALM JUMEIRAH
OVER THE NEXT 3.5 YEARS.



PALM JUMEIRAH TOURIST
DEMOGRAPHIC PROFILE

68% WESTERN
15% ARABS
9% CHINESE

NUMBER OF 5* HOTEL
ROOMS LOCATED ON
PALM **7,900**

AVERAGE GUEST STAY
3.8 DAYS

AVERAGE RETAIL SPEND
AED 33,000
PER GUEST

TOURISM ACCOUNTS FOR
AN ESTIMATED **20%**
OF THE DUBAI'S GDP
AND NEARLY **6%** OF
THE TOTAL EMPLOYMENT

TOTAL TOURIST RETAIL MARKET
SPEND OF PALM TOURIST

AED 7.4 BILLION

AVERAGE DAILY
VISITORS TO THE PALM
17,500

% OF DUBAI TOURISTS
CURRENTLY VISITING THE PALM
40% = 6.35 MILLION

16.7 MILLION
TOURIST VISITED DUBAI IN 2019



Connected always

Access to Nakheel Mall

Easily accessible by road, rail or on foot, the mall has its own Palm Monorail station interconnected into the mall on Level 1. There is also direct road access to a three-level multi-story car park for 4,000 vehicles, and pedestrian access from Al Ittihad Park and nearby residences. Access via a footbridge connecting the mall to 3000 keys (lauching 2021)

1.1 MILLION
TRAVELERS ANNUALLY



MONORAIL STATIONS

PALM GATEWAY STATION
CONNECTING TO THE DUBAI
TRAM SYSTEM

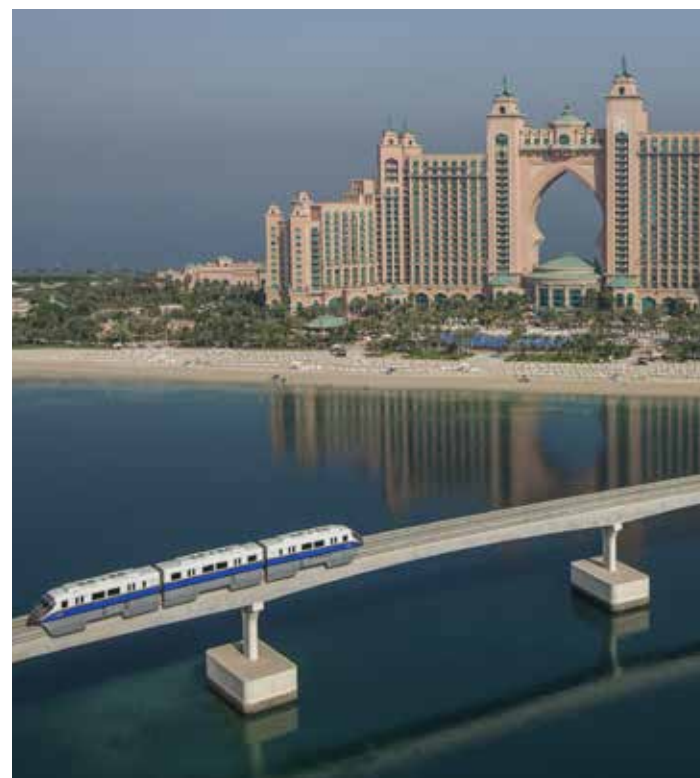
GOLDEN MILE

NAKHEEL MALL

THE POINTE [OPENING 2021]

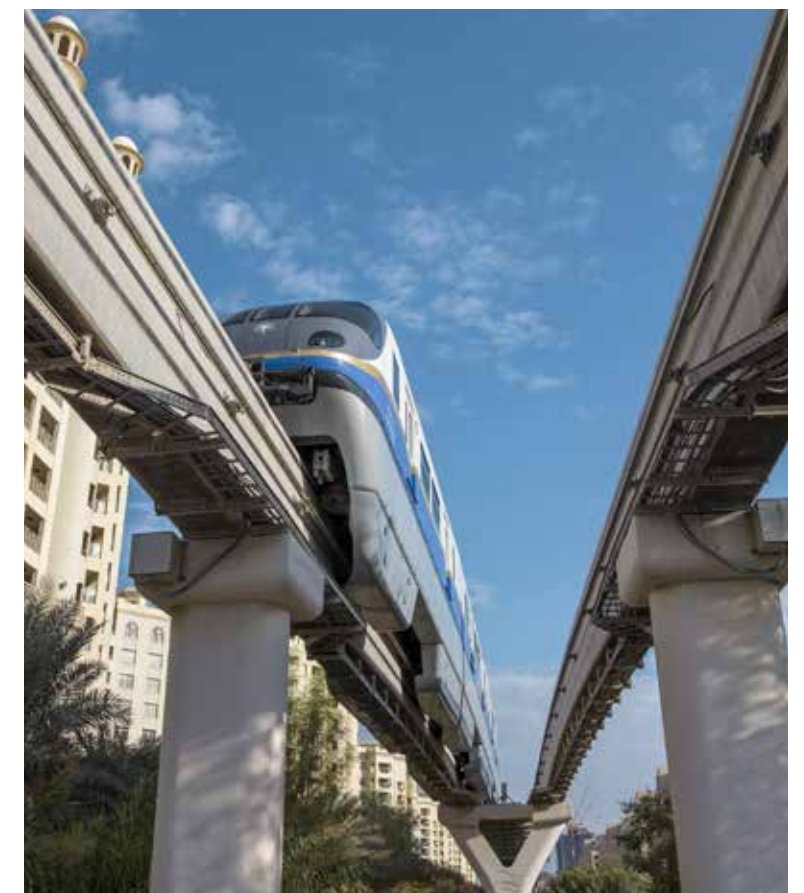
ATLANTIS AQUAVENTURE

THE PALM MONORAIL RUNS
7 DAYS A WEEK.



All hail! The Monorail

Nakheel Mall has the first interconnected monorail stations in Dubai meaning a unique way to connect and visit the mall. The Palm Monorail runs along the trunk of the Palm Jumeirah to Dubai city. 1.1 million travellers annually.





Marvel at Marvelous:

NAKHEEL MALL HAS BEEN DESIGNED TO CREATE A UNIQUE SOCIAL SPACE WHETHER SHOPPING, SNACKING, HAVING A QUIET MEAL OR ENJOYING A TOTAL EXPERIENCE.

The environment features a focus on natural light, the lighting reflects the warmth of a Palms' summer's day and the cool breeze evening. Whether the customer is looking for the season's latest fashions or for the best seasonal food. The spaces are orientated for a social experience, ease of use and a timeless aesthetic.



WHERE DESIGN MEETS DESTINATION

- ◆ MARBLE INTERIORS
- ◆ RAIN OCULUS WATER FOUNTAIN
- ◆ NATURAL LIGHT FEATURES
- ◆ ROOFTOP LICENSED DINING
- ◆ INTERCONNECTED MONORAIL
- ◆ INTERCONNECTED BRIDGE ENTRANCE FOR HOTEL / RESIDENTS
- ◆ ST REGIS HOTEL - 5★





Experience wonder like never before. Experience from new heights.

Nakheel added another landmark attraction to Dubai with The View at The Palm, a observation deck towering 240 metres above the world-famous Palm Jumeirah. Accessible from Nakheel Mall, the observatory offers spectacular views of The Palm, the Arabian Gulf and the Dubai skyline.

“The View at The Palm” is perched on the top level, 52nd floor of The Palm Tower, at the heart of the island.

The View at The Palm combines awe-inspiring, breath-taking views with an interactive, educational experience about the creation of the iconic Palm Jumeirah. This stunning new attraction – the only location in Dubai offering this unique experience – is a magnet for residents and tourists.



Visitors to The View will start their journey at the roof plaza of Nakheel Mall, where they will find an interactive museum and gallery dedicated to the creation of Palm Jumeirah. From there, an elevator, complete with a floor-to-ceiling digital sea, sand and sky experience, will take them on the 40 second ascent to the observatory at the top of The Palm Tower.

The Palm Tower comprises a St Regis hotel and luxury residences, with a rooftop infinity pool and restaurant underneath the viewing deck. The tower is directly connected to Nakheel Mall.





- ◆ ROOFTOP DINING
1MILLION SQFT
- ◆ 400-SEAT
RESTAURANTS
- ◆ SPECTACULAR VIEW TO
THE PALM JUMEIRAH
- ◆ MIXED-USE OFFICES
- ◆ COMMERCIAL SPACES

The Rooftop

THE ROOFTOP, NAKHEEL MALL WILL BE THE FIRST MALL ROOFTOP EXPERIENCE IN DUBAI. INSPIRED BY THE GREEN ROOF BUILDINGS OF JAPAN.

MIXED-USE OFFICES

The Rooftop will also be home to mixed-used office and multi-purpose space for government and private work spaces for organizations who want to offer their employees the 'work, live, play' lifestyle which includes access to all day underground parking and best in class food and retail.





The St. Regis Dubai, The Palm

THE HOTEL

The St. Regis Dubai, The Palm occupies the first 18 floors of The Palm Tower, Nakheel's 52-storey, 240 metre landmark hotel and residential development on Palm Jumeirah. The hotel consists of 290 rooms and suites with a beautifully designed daylight ballroom, handcrafted restaurant concepts, an indulgent Spa and Exercise Room, as well as two infinity swimming pools overlooking Palm Jumeirah.

Experience the grandeur of Dubai from the 5-star hotel situated on the trunk of the iconic Palm Jumeirah. The luxury hotel is connected to Nakheel Mall with 300 shops, restaurants,



entertainment outlets, and convenient access to The View at The Palm, and its own Palm Monorail station. With a size of 43 sqm, all rooms boast a dedicated seating area, floor-to-ceiling windows, and abundant closet and luggage space. Enjoy a tranquil night's rest on a feather-soft mattress with Frette linen and down-filled pillows.

Take advantage of attentive and personalized 24-hour St. Regis Butler Service or savor handcrafted cuisine across four restaurants and lounges. Relax at the hotels two infinity swimming pools, workout in The Exercise Room or unwind at Iridium Spa. Conveniently located to discover Dubai's main attractions, the hotel is one Monorail station away from Aquaventure Waterpark and an easy drive to The Pointe, an iconic waterfront destination, with restaurants, shops, and the World's Largest Fountain measuring 7,327 sqm.





Destination Food

Home Grown Food
Concepts Meet
International Cuisine



1200-SEAT
DINING PRECINCT

DEPACHIKA FOOD HALL
30,000 SQFT

THE ROOFTOP
300-SEAT
LICENSED DINING
PRECINCT

4 CAFÉS

**11 CASUAL
DINING OUTLETS**

**13 FAST & SLOW
FOOD CONCEPTS**

2 DESSERT CONCEPTS



DEPACHIKA
FOOD HALL

DEPACHIKA, NAKHEEL MALL
FOOD HAS BEEN DESIGNED
TO CREATE A UNIQUE SOCIAL
SPACE WHETHER SHOPPING,
SNACKING, HAVING A QUIET
DRINK OR ENJOYING A TOTAL
DINING EXPERIENCE.

the
EATERY

The Eatery is an authentic light-filled eating
space. The Eatery includes 13 fast and slow
cook concept, charging stations and WIFI to
create satellite workspace.

The precinct will also interconnect to the
bridge interconnected to five residential
buildings into the mall (opening 2021
access to 4,000 room keys).



Signature Services

Whether it is our multilingual team or our hands free shopping, Nakheel Mall offers bespoke customer services.

MULTILINGUAL
CUSTOMER SERVICE

NAKHEEL MALL
GIFT CARD

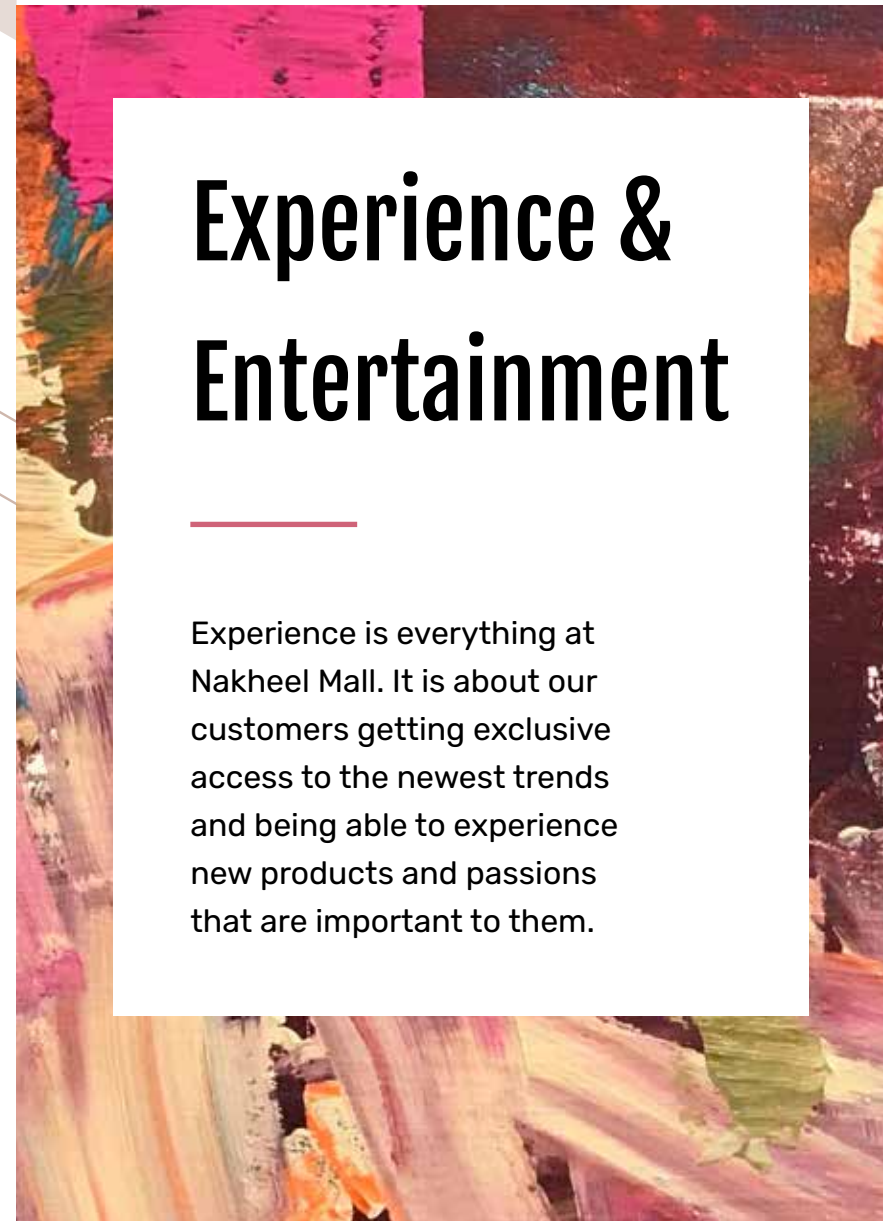
HANDS FREE
SHOPPING

CALL & COLLECT



Experience & Entertainment

Experience is everything at Nakheel Mall. It is about our customers getting exclusive access to the newest trends and being able to experience new products and passions that are important to them.



- ◆ 5 X UNIQUE EVENT SPACES
- ◆ ALWAYS ON CALENDAR OF EVENTS
- ◆ COLLABORATIONS WITH BRAND PARTNERS
- ◆ ALWAYS ON PR, CREATIVE AND EVENTS CURATION

About Nakheel Malls

THE LARGEST MALL DEVELOPER IN DUBAI & BUILDERS OF THE PALM JUMEIRAH

Nakheel is a key player in realizing the vision of Dubai for the 21st century: creating a world class destination for business and tourism. Nakheel, meaning “The Palms” in Arabic, was a company founded on the vision of Dubai; creating innovative, bold and iconic developments. Our portfolio includes some of the world’s most recognisable lifestyle, leisure and retail landmarks. Our developments are now a distinct part of Dubai’s landscape.

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Disclaimer: The particulars contained in this document have been prepared with care based on data compiled by Nakheel Malls and its consultants in good faith. The retail strategy and vision are indicative in nature and represent the current retail plan for the mall as of June 2020. Every effort is made to ensure all information is void of errors at the time of print. No warranty is given to the accuracy of the information contained herein, and this document cannot form part of any contract. We encourage potential lessee's and licensee's to satisfy themselves in all respects. Nakheel Mall reserves the right to vary or amend without further notice.

