



YOUR MEDIUM FOR
EXPLORATION



AT ALF, WE MAKE SURE YOU HAVE
ONE LESS THING TO WORRY ABOUT



SELF CHECK-IN



it will only take a minute

PERSONALIZED STAY



hack your room to feel
at home

LONGER STAYS



monthly packages



COME IN AS ONE LEAVE AS ALF

Alf memory, Alf idea, Alf experience,
Alf plan and more

STAY

*hack your room to meet
your needs*

MEET

*create big ideas in
our meeting halls*

GROW

*unleash your alf in our
common areas*





ITS ALL ABOUT THE ADVENTURE

Who is the ALF traveller?

THE YOUNG
(at heart)

THE STUDENT
(of life)

THE EXPLORER
(of self)

THE YES-MAN
(or woman)



ITS ALL ABOUT THE CONVENIENCE

What a stay at Alf Hotel is like :

SUITABLE

*Quality, hygiene,
pricing and location*

SPACE

*To share, socialize,
network and more*

SEAMLESS

*Take the reign,
contactless,
hack your room*

ACCOMODATING

*Allowing different
people's need to be*



The needs of our patrons are met
through an add on approach



GET A ROOM

Located in metropolitan cities, close to airports and off of main roads. Alfs target is the high seasonal cities with occupancies of 60% out of 300 keys

There are two room sizes : The Private Pod and the Nook. The Pod is customizable and can be hacked in order to meet your needs. The Seconds room, The Nook consists of shared toilets a communal style bedroom with the opportunity to meet roommates and make lifelong friendships.



HOW TO HACK?

You can handpick the services that you need and dismiss the rest. Your stay is tailored to your needs

THE ADD ONS

BREAKFAST 25 SAR	NEW SHEETS 25 SAR
SNACK BAR 25 SAR	LAUNDRY 25 SAR
LATE CHECK OUT 50 SAR	MAKE MY ROOM 25 SAR

RATE OF THE DAY

250 SAR

BREAKFAST

الفتور

25 SAR



MAKE MY ROOM

ترتيب الغرفة

25 SAR

NEW SHEETS

شراشف جديدة

25 SAR

LAUNDRY

غسيل ملابس

25 SAR

LATE CHECKOUT

خروج متأخر

50 SAR



Private Pods | 2 adult • xs bed • 24 sqm
The Communal Nooks | 1 adults • xxs bed • 6 sqm



Al Profile

A WHOLE LOT OF WORLD TO SEE

and while you are busy exploring, we are here to accommodate you.

On your adventure to unlock your memories, ideas, and experience, Alf aims to design its amenities for convenience. We are putting your hunger at the forefront of every decision that drives us.

Think of Alf as your place to stay, meet, relax & most importantly, have fun. It is a hotel without the formalities so grab a kombucha, get lost & find yourself!





With a gap in the market for quality supply in value friendly hotels that are available to both domestic & international travellers

We are looking for opportunities of 3500 - 10000 sqm, prime metropolitan locations, CBDs and terminal linked airport sites with more approximately 35 million passengers yearly.

PROJECT TYPES

- modular or traditional new build
- redevelopment or conversion
- mixed use projects

DEAL TYPES

- freehold
- long-term ground lease
- turnkey development
- joint venture investment
- management agreement or operating



Centralised business model-

We are fully integrated real estate developer: design and project management company and a hotel operator. Our local teams based in Europe, Asia Pacific and North America develop

and operate hotels in the most exciting cities in the world our unique and competitive advantage is affordable luxury for the people is a first in the hotel industry, transforming every corner of our business with high profitability & premium return.



CONTACT US



SOCIAL

