



# Old Doha Port

LEASING INFORMATION – H1 2024

McARTHUR  
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SHOPPING CENTRE  
SPECIALISTS

# INTRODUCTION



## PROJECT ESSENTIALS

Old Doha Port's Mina District & Box Park are lifestyle & maritime destinations set in close proximity to downtown Doha, Qatar.

Mina District is designed as an open-air, lifestyle traditional fishing village, with its main uses located on the ground and first floor. Box Park shares a more modern approach to the design, with its architecture predominately reflecting shipping containers, following along the maritime & trading theme.

Both areas of the development feature a variety of fast and casual dining options with a selection of impulse and complementary retail offerings that cater to both the local population and tourist visitors.

In addition, the project offers a selection of maritime services clustered around the southern end of Mina District and Box Park.

The property is located along the main vehicular artery of Old Doha Port enabling visitors quick and convenient access from the Corniche Rd. The property has ample on-grade parking.

Mina District features 108 units with the total area of approx. 17,250sqm of GLA. Box Park has 34 tenancies with approx. 1,250sqm of GLA.

Project Details	Old Doha Port
Developer	Supreme Committee for Delivery & Legacy
Project Location	Al Mina Street, Doha Port, Doha, Qatar
Coordinates	<u>25°18'01.5"N 51°33'02.5"E</u>
Retail Levels	G + L1
Retail GLA (sqm)	Old Doha Port: 17,256 Box Park: 1,244
Retail Units	Old Doha Port: 108 Box Park: 34
Parking	On-grade + Basement
Opened	2022

## OLD DOHA PORT








### MISSION & VISION

A maritime inspired lifestyle destination – with entertainment, retail, dining in an iconic, family friendly location.

Qatar's Outdoor Playground by the Sea.

Eat. Dine. Shop. Have Fun.

-  Inspiring & Unique design.
-  Breath-taking' views.
-  Trendy & Instagrammable opportunities.
-  Convenient access & egress.
-  Ample parking capacity.

# MARKET BACKGROUND



## KEY FINDINGS

- The IMF is forecasting a moderation of GDP growth in the Qatari economy during 2023 and 2024, following the boost received by hosting the FIFA World Cup in late 2022.
- Qatar's population stood at around 2.7 million as at mid-2023. Population saw rapid growth until 2016, due mainly to the expansion of the economy and demand for foreign workers driving immigration. Growth slowed following the blockade and pandemic and actually saw a decline in expatriate residents during 2021-23. Nevertheless, population is expected to return to growth in 2024 to support the growing economy.
- There were around 268,000 households in Qatar as at mid-2023, with an average 5.4 members per household. Around 53,000 households were headed by Qatari nationals, while 215,000 were non-Qatari households.
- Qatar has the highest expenditure per household in the GCC region. Average monthly household expenditure stood at QAR68,000 in 2023 (including imputed rent) for Qatari households and QAR20,000 for Non-Qatari households.
- Qatar's travel & tourism industry is rebounding after the lifting of the blockade by GCC neighbours. Visitor arrivals and hotel occupancy rates received a boost in the run up to and during the hosting of the World Cup. Following a positive start to 2023, the year may see visitor arrivals topping pre-pandemic levels, as tourism from GCC and Asian countries return.



# OLD DOHA PORT



## KEY FINDINGS

### Overview

- Old Doha Port is a mixed-use development with a commercial lifestyle destination in Doha, Qatar set on the site of the former main working port in the city. The Mina District area of the project is designed as a traditional Qatari fishing village and the Box Park area is designed with modern shipping containers.
- The commercial (retail, dining and entertainment or “RDE”) offering includes around 17,256sqm of GLA spread across 108 units. On-site parking for visitors is available.
- The project’s commercial component is currently facing challenging trading conditions: several ‘in-house’ restaurant concepts are underperforming expectations, many third-party tenants are complaining that they are struggling to pay rent and threatening to vacate; leasing team is struggling to attract new tenants.

### Positive drivers

- Economy – while the economic environment in Doha is characterised by the inevitable slowdown after the heady heights of hosting the FIFA World Cup in Nov/Dec 2022, the IMF is expecting growth to remain positive on the back of a strong gas sector and inflation appears to be a non-issue compared to the current experience of developed markets.
- Tourism – early signs from 2023 data suggest that the positive momentum generated by the World Cup is continuing, aided by the return of GCC neighbours and the opening up of tourism for Chinese people following their prolonged lockdown.



# OLD DOHA PORT



## KEY FINDINGS

### Positive drivers (continued)

- Mixed-use – the status of Old Doha Port as a mixed-use development will continue to support the commercial component, with the cruise terminal, marinas, public park all adding to the visitor footfall.
- Design style – the architectural styles for the building exteriors in both Mina District and Box Park bring an exciting and unique character to the development and enhance the visitor experience.
- Access/Egress – access to and egress from the site is relatively straightforward for traffic from across the city, making for a relatively convenient journey for most visitors.
- Parking capacity – parking allocation for the commercial offering provides a convenient visitor experience.



# TRADE AREA ANALYSIS



## KEY FINDINGS

- We expect the geographical extent of the primary trade area of the project encompasses the urban area of Doha, roughly equivalent to the communities lying within a 30 mins' average drive time radius of the project.
- We expect the primary trade area of the project to include the resident household population within the abovementioned geographical area. In particular, the Qatari household population and the expatriate family household population will be the principal drivers of trade for the commercial component of the project.
- The primary trade area population stood at around 1 million people living in just over 200,000 households in 2023. Annual household spending on retail, dining and entertainment within the primary trade area – i.e. the size of the addressable market - is expected to amount to QAR25 billion in 2023.
- As a project with a strong focus on dining and cultural attractions, as well as its beachfront location, we expect visitors to Doha to constitute a secondary trade area for the project. Visitors will include both business and leisure travellers.
- The city is forecast to receive 3.1 million visitors during 2023, which will contribute an additional QAR4.2 billion spending on retail, dining and entertainment to the addressable market size.
- The project needs to capture around a 1% share of this market in order to provide tenants with an environment in which it is possible to thrive and cover operating costs comfortably. This figure is slightly below the 'fair share' of retail space in the city and should therefore be achievable.



# SITE ANALYSIS



## CONTEXT MAP



Source: Google Earth; McARTHUR + COMPANY Analysis



# SITE ANALYSIS



## LOCAL CONTEXT MAP



Source: Google Earth; McARTHUR + COMPANY Analysis

# SITE ANALYSIS



## ACCESS



Access from North and West Doha — orange dashed line with arrowheads  
Access from Airport and South Doha — green dashed line with arrowheads

Source: Google Earth; McARTHUR + COMPANY Analysis

# SITE ANALYSIS



## SITE PHOTOS



# SITE ANALYSIS



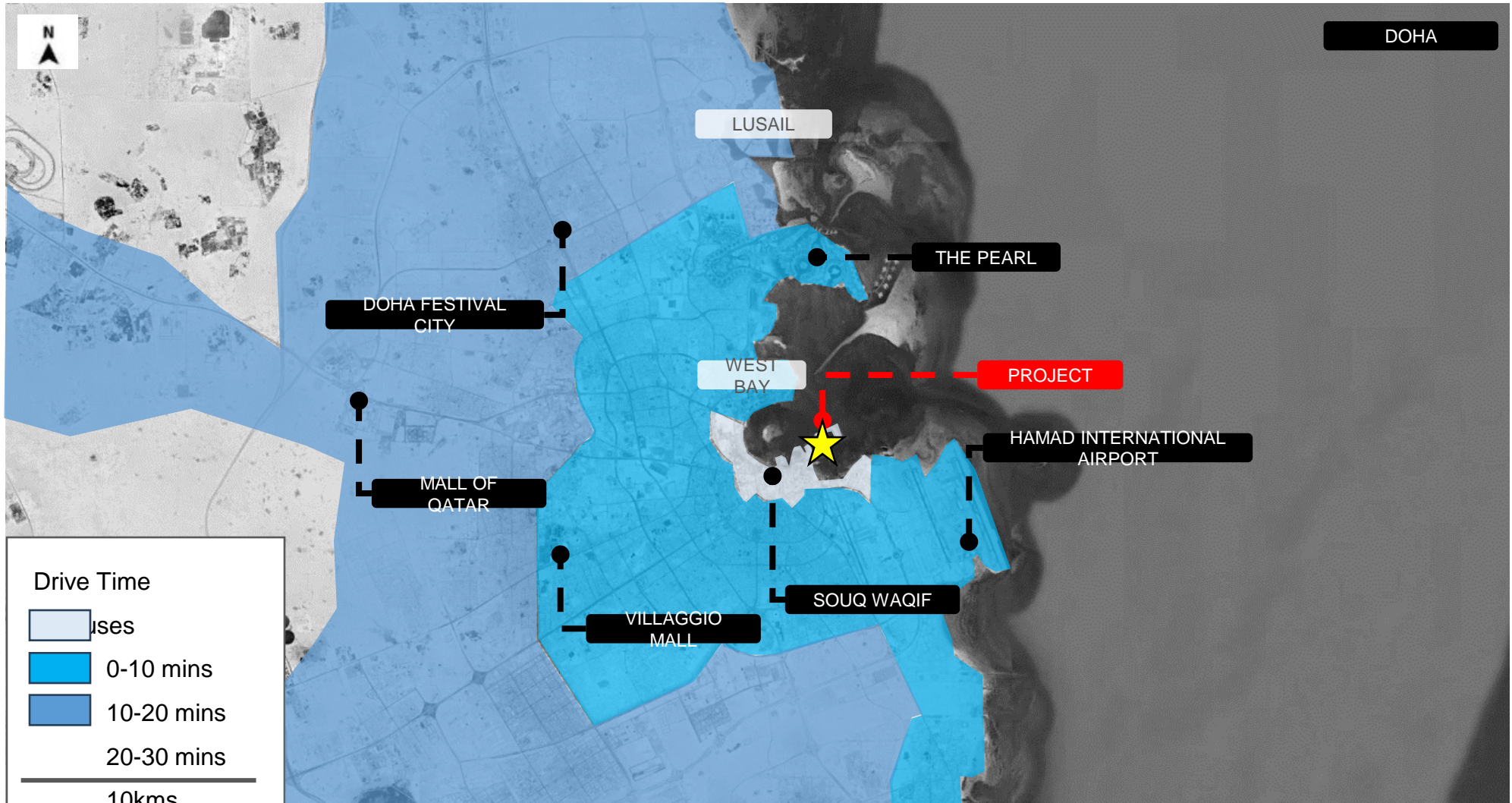
## SITE PHOTOS



# TRADE AREA ANALYSIS



## DRIVE TIMES MAP

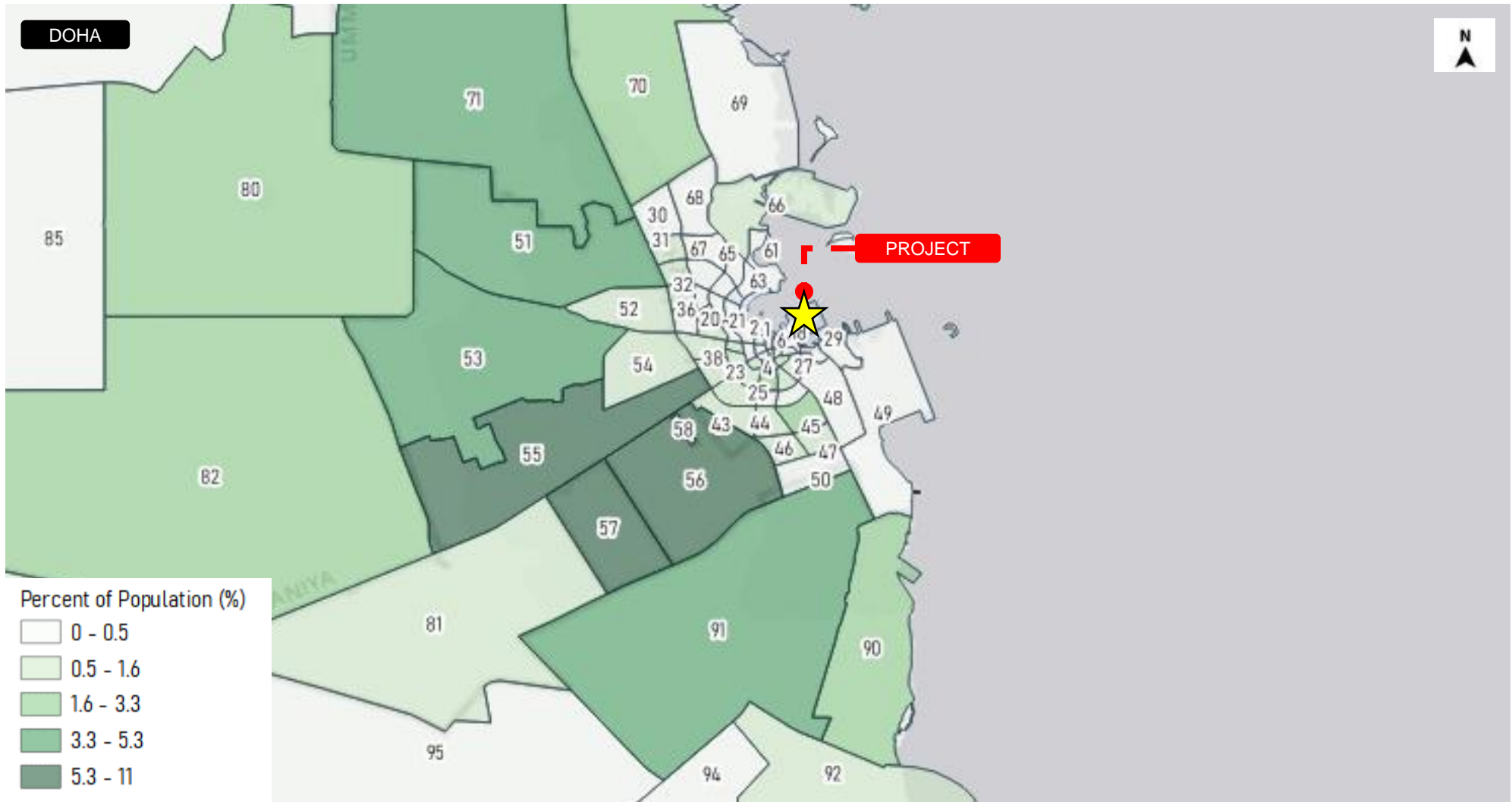


Source: Google Earth; McARTHUR + COMPANY Analysis

# TRADE AREA ANALYSIS



## DOHA: POPULATION DENSITY BY MUNICIPAL ZONE

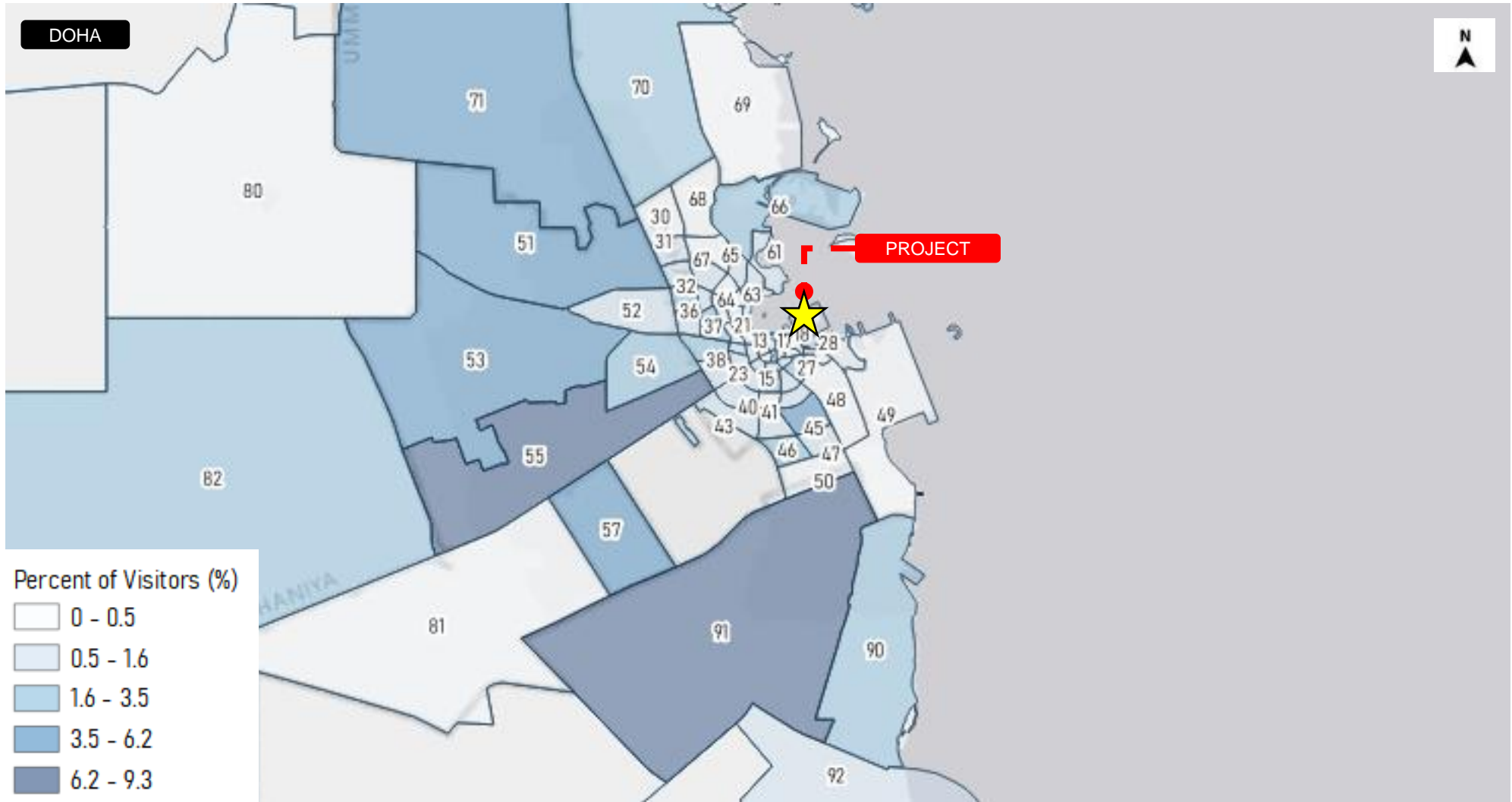


Source: Unicast Mobility Data, 2023

# TRADE AREA ANALYSIS



KCV VISITORS: PROPORTION OF OVERALL VISITORS BY MUNICIPAL ZONE

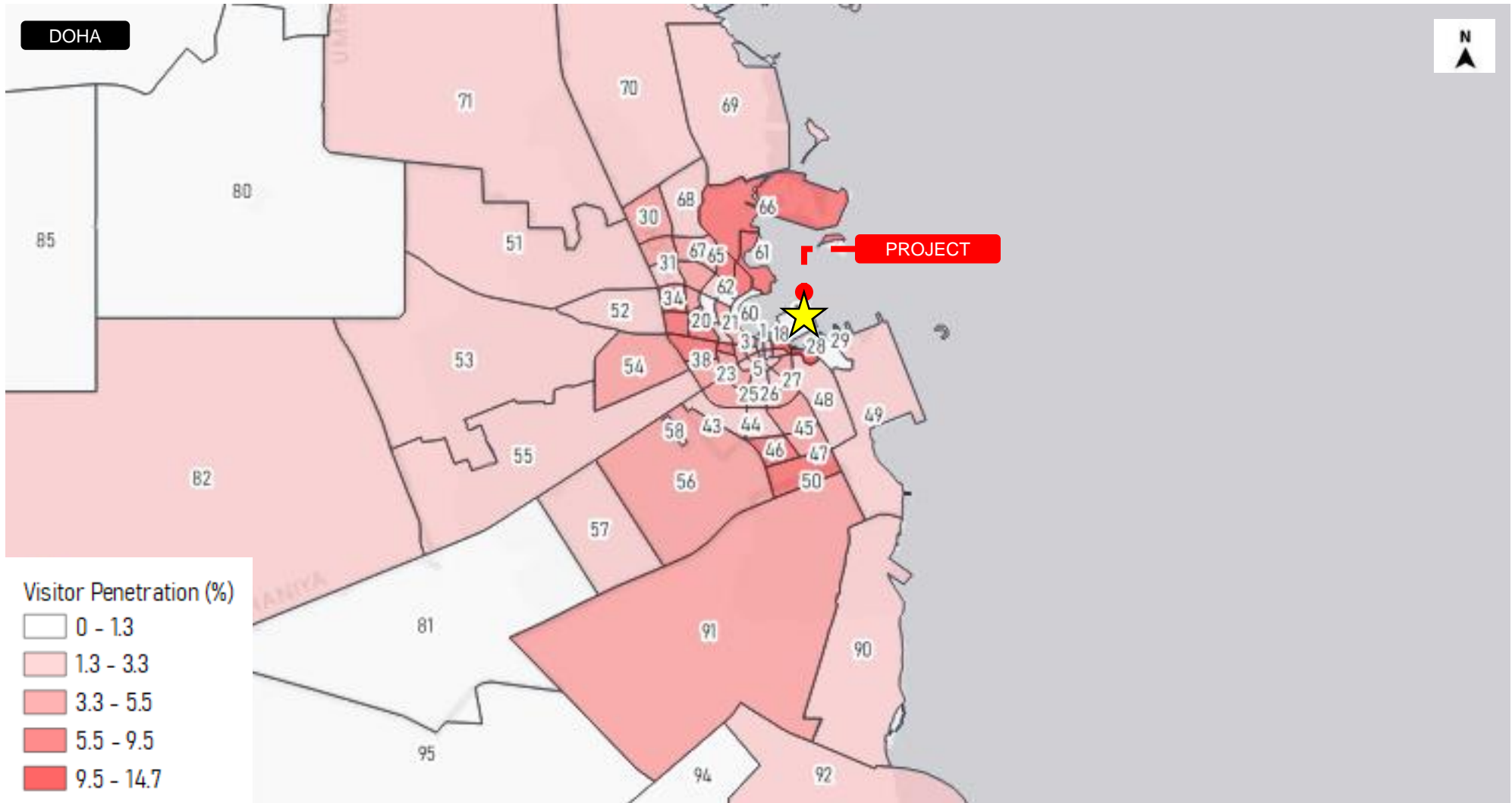


Source: Unicast Mobility Data, 2023

# TRADE AREA ANALYSIS



## VISITOR PENETRATION BY MUNICIPAL ZONE



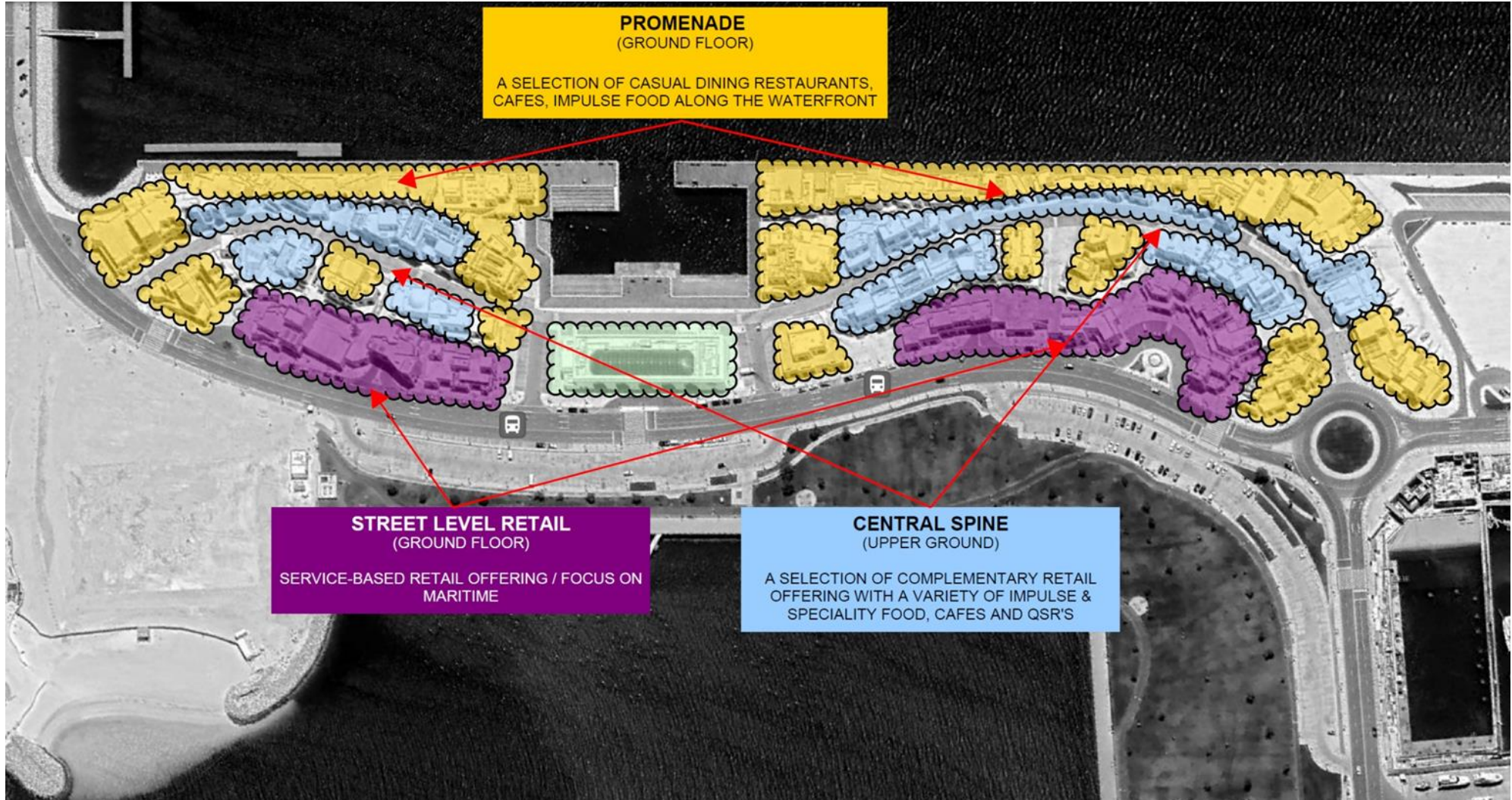
Source: Unicast Mobility Data, 2023



# OLD DOHA PORT



## PROPOSED MERCHANDISE MIX ZONING

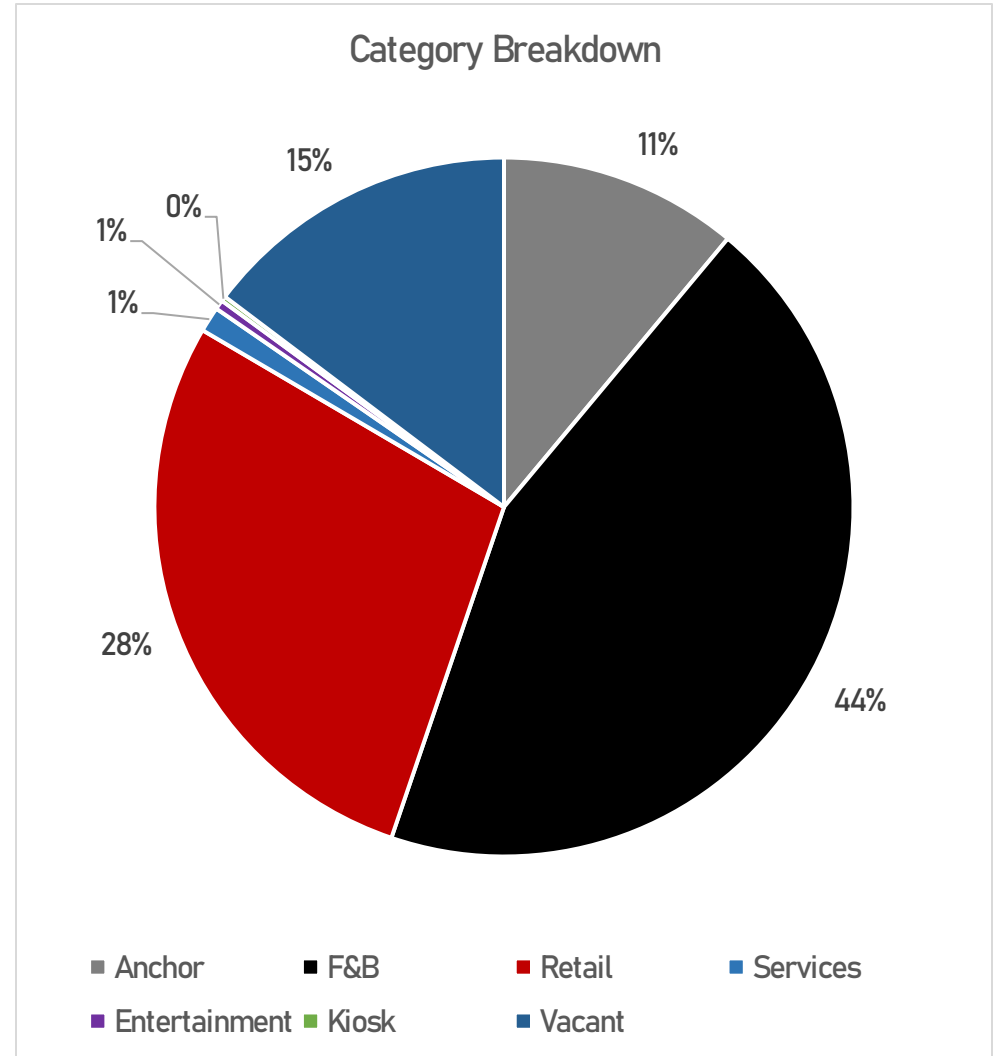


# OLD DOHA PORT



## CATEGORY BREAKDOWN PER AREA

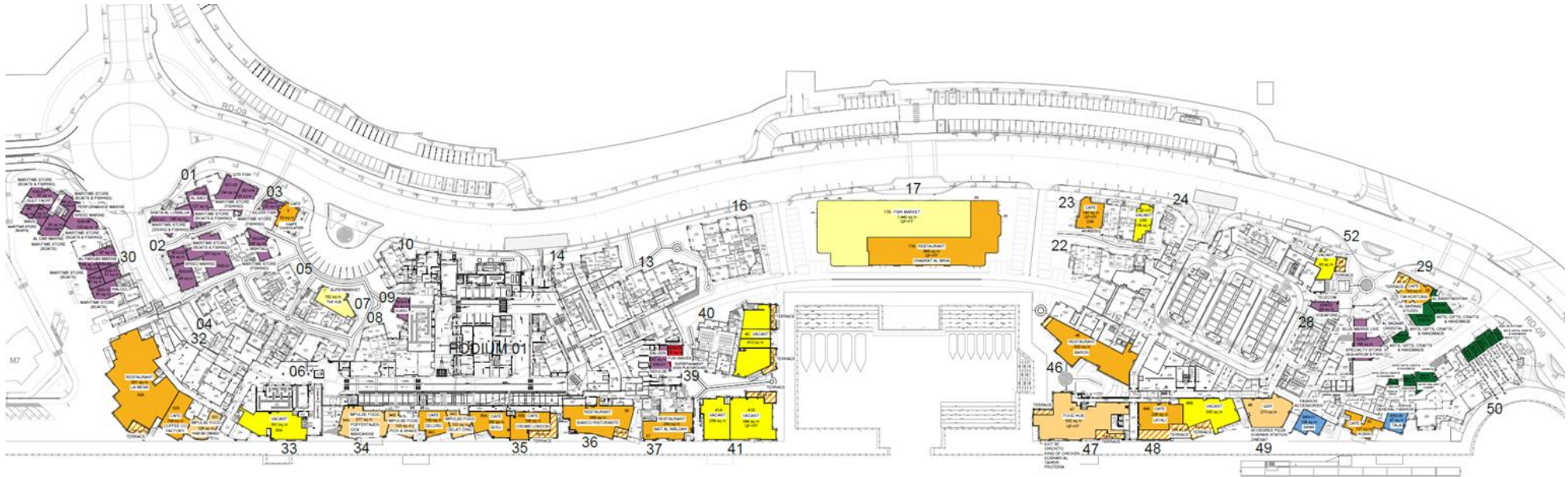
Category	GLA (m2)	No of Units	% of Space
Anchor	1,909	2	11%
F&B	7,620	24	44%
Retail	4,870	63	28%
Services	202	4	1%
Entertainment	76	1	0%
Kiosk	40	5	0%
Vacant	2,540	9	15%
<b>TOTAL</b>	<b>17,256</b>	<b>108</b>	<b>100%</b>
Incl. Terrace	18,973		



# OLD DOHA PORT



## FLOOR PLANS (GF)

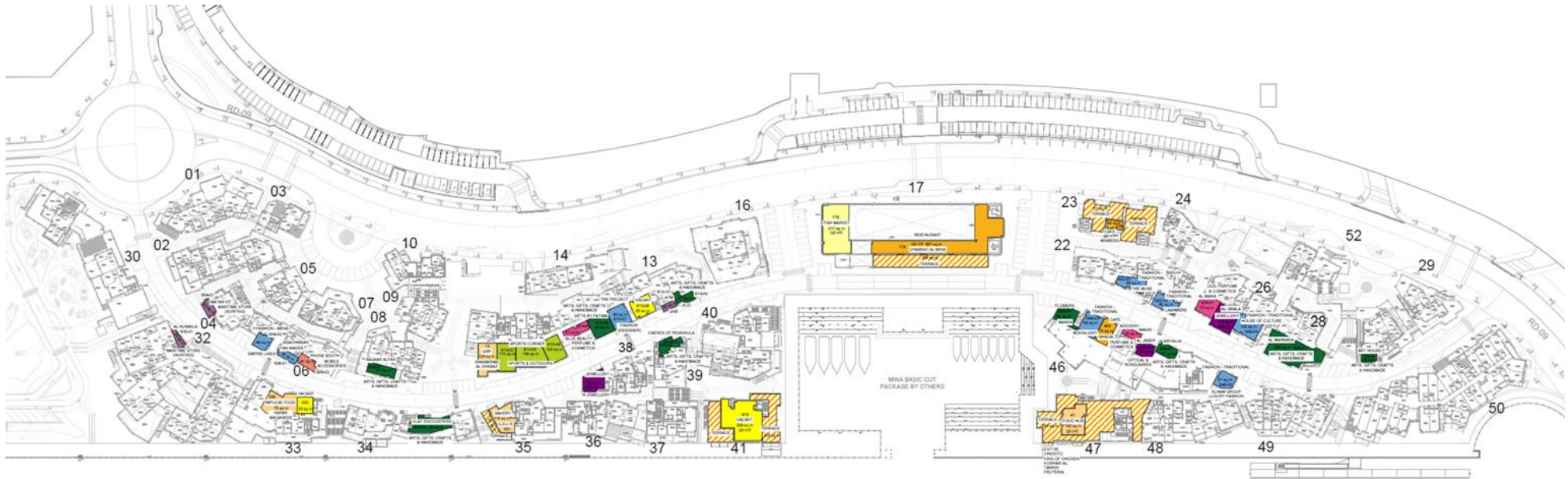


	DEPARTMENT STORE
	FOOTWEAR
	FASHION
	HANDBAGS / LUGGAGE
	JEWELLERY / WATCHES / ACCESSORIES
	SERVICES / SPECIALTY STORES
	PERFUME & COSMETICS
	HOME FURNISHING
	ENTERTAINMENT
	ELECTRONICS
	MOBILES & ACCESSORIES
	F&B - RESTAURANT / CAFE
	F&B - QUICK SERVICE / IMPULSE
	SUPERMARKET
	SPORTS / OUTDOORS
	TOYS / HOBBIES / GIFTS / MUSIC / BOOKS / STATIONERY

# OLD DOHA PORT



## FLOOR PLANS (UG)



- DEPARTMENT STORE
- FOOTWEAR
- FASHION
- HANDBAGS / LUGGAGE
- JEWELLERY / WATCHES / ACCESSORIES
- SERVICES / SPECIALTY STORES
- PERFUME & COSMETICS
- HOME FURNISHING
- ENTERTAINMENT
- ELECTRONICS
- MOBILES & ACCESSORIES
- F&B - RESTAURANT / CAFE
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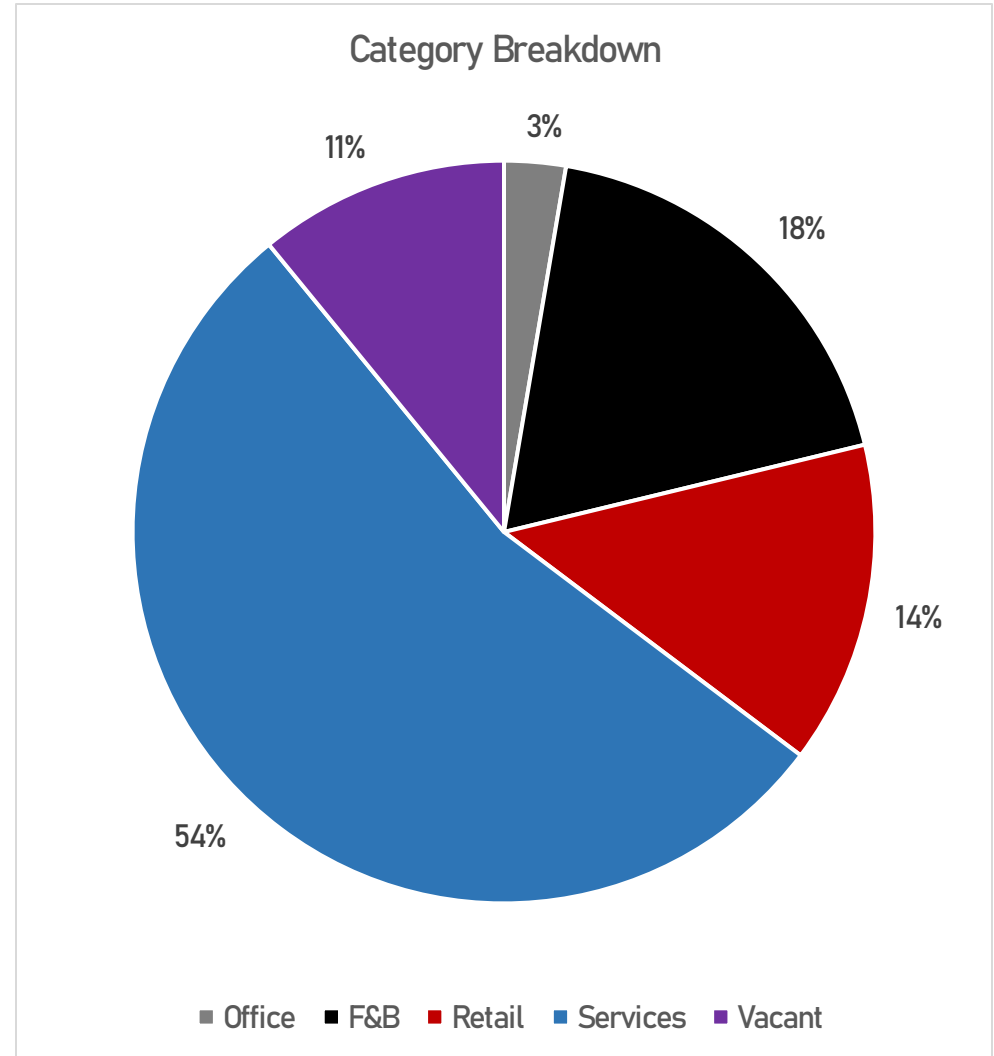
# BOX PARK



## CATEGORY BREAKDOWN PER AREA

Category	GLA (m2)	No of Units	% of Space
Office	33	1	3%
F&B	227	5	19%
Retail	172	5	14%
Services	659	19	54%
Vacant	134	4	11%
<b>TOTAL</b>	<b>1,224</b>	<b>34</b>	<b>100%</b>

Incl. Terrace 1,243



# BOX PARK



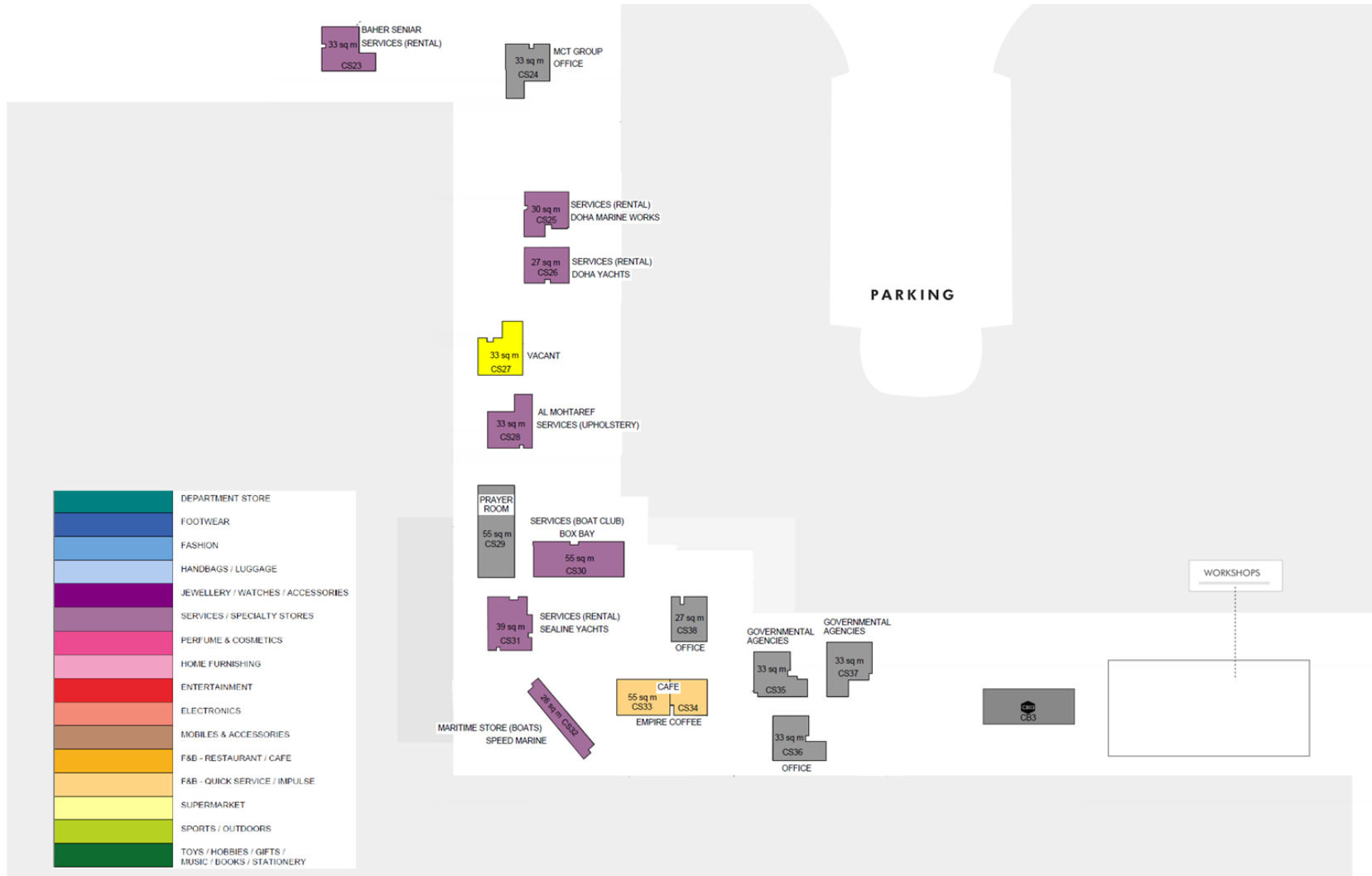
## FLOOR PLANS (GF)



# BOX PARK



## FLOOR PLANS (UG)



# REDEVELOPMENT PROPOSAL



## OLD DOHA PORT – PROPOSED MERCHANDISE MIX – FLOOR PLANS (GF)

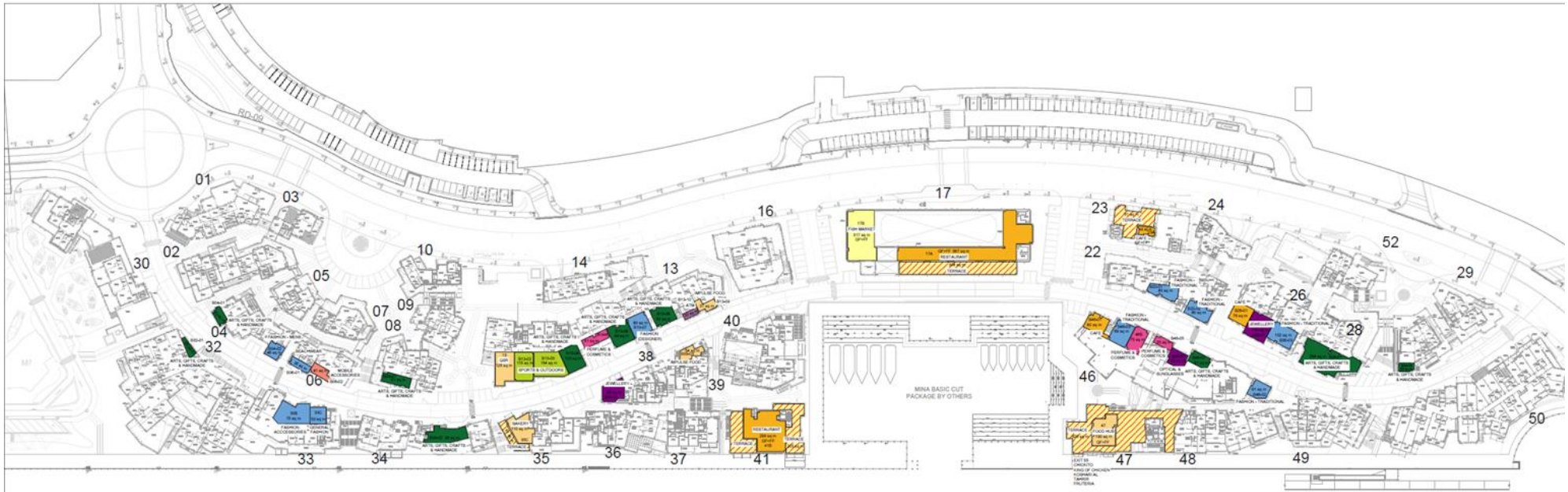


NOTE: DETAILED HIGH-RES DRAWINGS TO BE PROVIDED SEPARATELY



# REDEVELOPMENT PROPOSAL

## OLD DOHA PORT – PROPOSED MERCHANDISE MIX – FLOOR PLANS (UG)



Dark Green	DEPARTMENT STORE
Blue	FOOTWEAR
Light Blue	FASHION
Light Blue	HANDBAGS / LUGGAGE
Purple	JEWELLERY / WATCHES / ACCESSORIES
Pink	SERVICES / SPECIALTY STORES
Pink	PERFUME & COSMETICS
Red	HOME FURNISHING
Red	ENTERTAINMENT
Orange	ELECTRONICS
Orange	MOBILES & ACCESSORIES
Orange	F&B - RESTAURANT / CAFE
Orange	F&B - QUICK SERVICE / IMPULSE
Yellow	SUPERMARKET
Yellow	SPORTS / OUTDOORS
Green	TOYS / HOBBIES / GIFTS / MUSIC / BOOKS / STATIONERY

NOTE: DETAILED HIGH-RES DRAWINGS TO BE PROVIDED SEPARATELY

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