



**SIAD**

HOLDING

سياد القابضة

COMPANY  
PORTFOLIO



# About us

SIAD Holding is a private family company established and based in Saudi Arabia.

We invest in Services and their Development in the Hajj and Umrah industry, hospitality, catering, travel, transportation and tourism.

SIAD is an abbreviation for 'Services Investment And Development'. The name is also from the root Arabic word 'Siyadah' which means power, glory and elevation.

The first seeds of this company were planted in 1957 by Sheikh Abdulaziz Khogeer.

# Our Legacy



Aziz Khogeer  
Hotels was  
Established  
*1964*

Khogeer Group  
Holding  
*1987*



Al Hussam est. was  
Founded  
*1989*



Alhussam  
Partnership  
Company  
*2013*

الحسام  
alhussam



SIAD  
HOLDING  
سياد القابضة

SIAD Holding  
Established  
*2019*



Rebrand:  
Alhussam  
Umrah  
*2015*



Rebrand:  
Alhussam  
Tourism  
*2024*

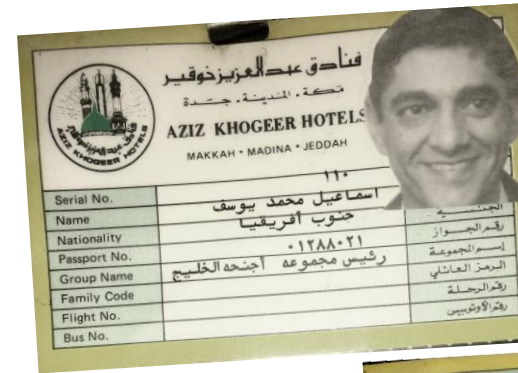
# Our Story

Our story begins with sheikh Abdulaziz Khogeer; An ambitious young man who was born in Makkah and lived his childhood surrounded by the guests of Allah, who come from faraway lands to perform Hajj and Umrah. From a young age, Abdulaziz helped pilgrims perform Umrah around the Kabaa then Safa and Marwa reciting to them all the prayers off-by-heart. He rapidly established a name for himself and become one of the most recognizable Hajj and Umrah guides known to pilgrims. Over 67 years ago, Abdulaziz greeted his first group of Indians from South Africa. He was a self-made entrepreneur and a pioneer in the industry.



1957

He started his hajj and umrah business and quickly recognized a positioning gap in the market and he developed his business model by being the first to offer full packages that included trips between Makkah and Madinah with accommodation, catering and transportation. He was the first to offer Hajj Programs with Ground Handling Services. He went on to establish "Abdulaziz Khogeer Hotels", which later evolved and expanded to "Alhussam Group" with the help of four of his sons: Nabil, Khalid, Mohammad and Mazen.



مدينة	جدة	مكة	المدينة	مف	عرفات
CITY	JEDDAH	MAKKAH	MADINAH	MINA	ARAFAT
السكن					
ACCOM					
الغرفة					
RM. NO.					
الأيام					
N. DAYS					
الدخول					
IN DATE					
الأمين الصندوق			مدير الفندق		الدير السالي

### 1403 AH (1983) HAJJ PROGRAMMES

**A PROGRAMME**

1. Stay in Madinah from 18th Zul Qaida to 26th Zul Qaida
2. Leave for Makkah on 26th Zul Qaida and stay in Madinah to 7th Zul Hajjah
3. Stay in Madinah and Arafat from 8th Zul Hajjah to 12th Zul Hajjah
4. Leave Madinah and Arafat for Jeddah on 13th Zul Hajjah
5. Spend one night in Jeddah before departure.

**B PROGRAMME**

1. Stay in Madinah from 18th Zul Qaida to 26th Zul Qaida
2. Leave for Makkah on 26th Zul Qaida and stay in Makkah to 8th Zul Hajjah
3. Stay in Madinah and Arafat from 9th Zul Hajjah to 12th Zul Hajjah
4. Leave Madinah and Arafat for Jeddah on 13th Zul Hajjah
5. Spend one night in Jeddah before departure.

**C PROGRAMME**

1. Stay in Jeddah from 7th Zul Hajjah to the evening of 7th Zul Hajjah
2. Leave Jeddah on the night of 7th Zul Hajjah and stay in Madinah and Arafat from the morning of the 8th Zul Hajjah to 12th Zul Hajjah
3. Leave Jeddah on the night of 7th Zul Hajjah and stay in Madinah to 20th Zul Hajjah
4. Leave for Madinah on 20th Zul Hajjah and stay in Madinah to 26th Zul Hajjah
5. Leave Madinah on 26th Zul Hajjah for departure from Jeddah.

**D PROGRAMME**

1. Stay in Jeddah from 2nd Zul Hajjah to the evening of 7th Zul Hajjah
2. Leave Jeddah on the night of 7th Zul Hajjah and stay in Madinah and Arafat from the morning of the 8th Zul Hajjah to 12th Zul Hajjah
3. Leave for Madinah on 13th Zul Hajjah and stay in Madinah to 20th Zul Hajjah
4. Leave for Makkah on 20th Zul Hajjah and stay in Madinah to 26th Zul Hajjah
5. Leave Makkah on 26th Zul Hajjah for departure from Jeddah.

**E PROGRAMME**

1. Stay in Madinah from 1st Zul Qaida to 9th Zul Qaida
2. Leave for Madinah on 9th Zul Qaida and stay in Madinah to 17th Zul Qaida
3. Leave for Madinah on 17th Zul Qaida for Jeddah and stay in Jeddah to the evening of 7th Zul Hajjah
4. Leave Madinah on 17th Zul Qaida for Jeddah and stay in Madinah to 20th Zul Hajjah
5. Leave Madinah and Arafat on 12th Zul Hajjah for one night in Jeddah before departure from Jeddah.

**F PROGRAMME**

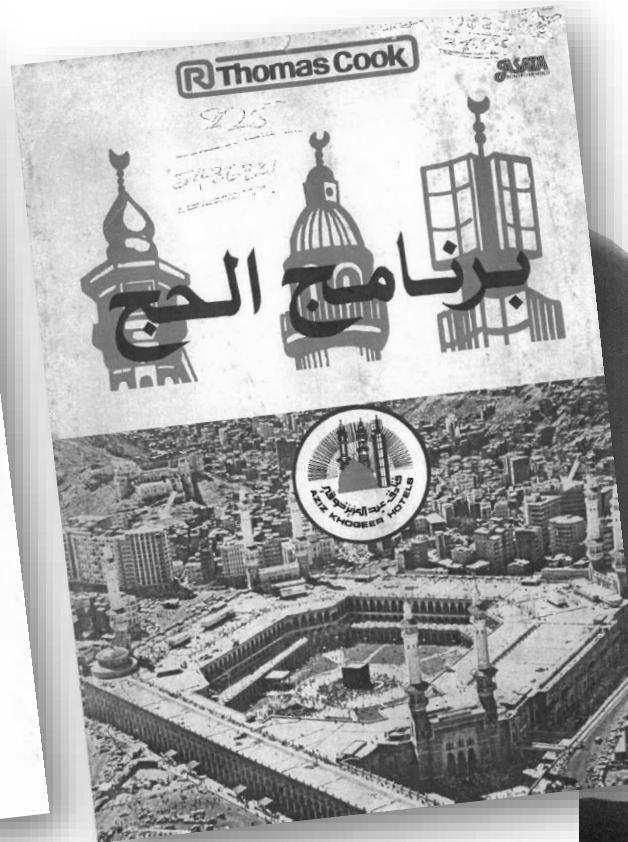
1. Stay in Madinah from 2nd Zul Qaida to 9th Zul Qaida
2. Leave for Madinah on 9th Zul Qaida for Makkah and stay in Makkah to 17th Zul Qaida
3. Leave Madinah on 17th Zul Qaida for Jeddah and stay in Madinah to the evening of 7th Zul Hajjah
4. Leave Madinah on 17th Zul Qaida for Jeddah and stay in Madinah to 20th Zul Hajjah
5. Leave Madinah and Arafat on 12th Zul Hajjah for one night in Jeddah before departure from Jeddah.

**GENERAL NOTES ON PROGRAMMES**

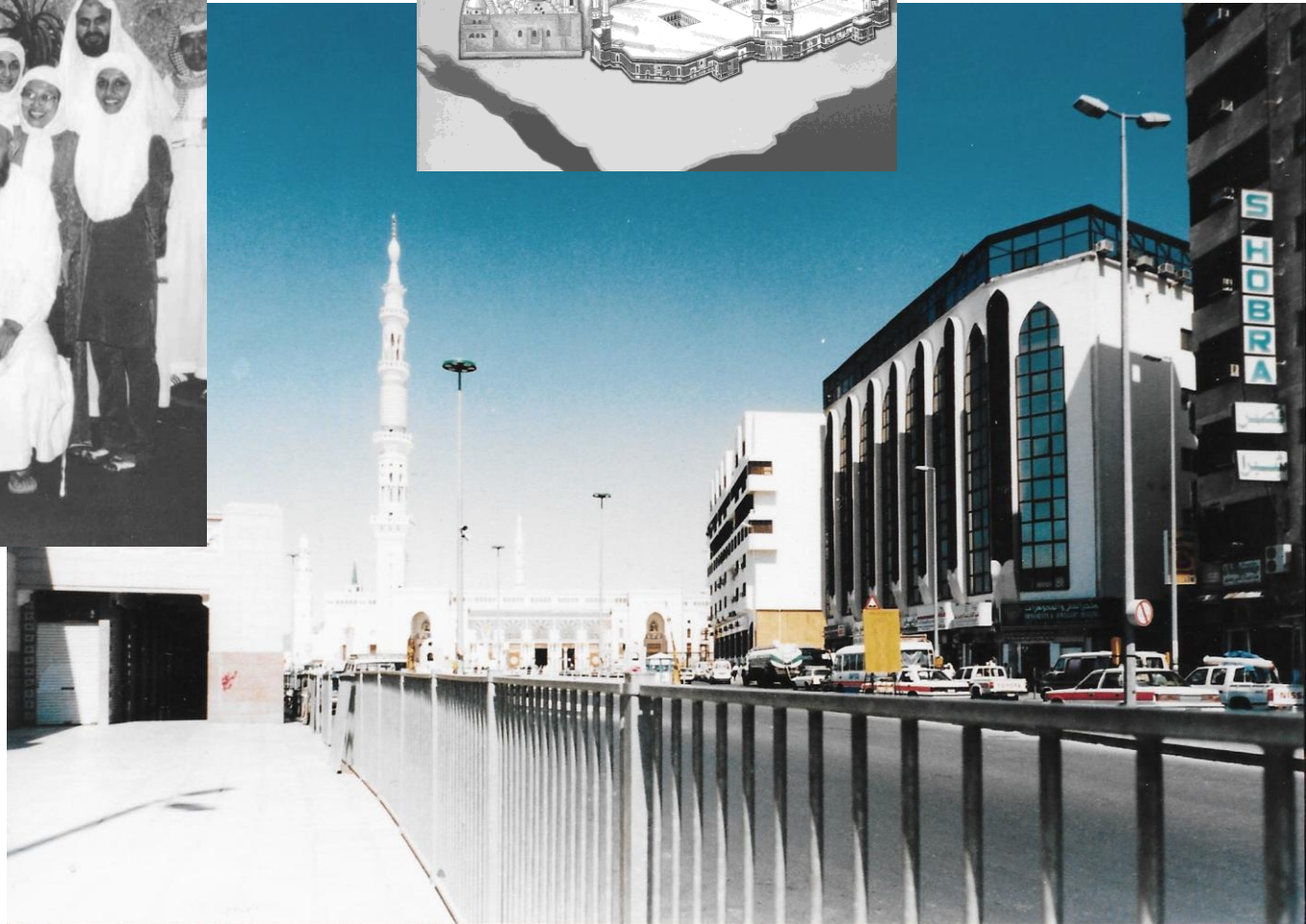
1. All programmes are fully inclusive of accommodation, full board, one Ziyarat tour, each within Makkah and Medina.
2. On arrival at Jeddah Airport, all passengers will be met by a representative of the Aziz Khogeer Hotels, who will assist with formalities at the Airport and arrange for transfer by air-conditioned bus to your hotel in Jeddah, Makkah or Medina.
3. After clearing customs, your luggage will be collected from you and delivered to you on your arrival at your hotel.
4. All transport within Saudi Arabia will be by air-conditioned cars or buses for first and second class tours.
5. On confirmation, a deposit of 50% of the hotel cost and 10% of your air fare will be required to be paid to your travel agent issuing the ticket.

30 days before departure the balance of the hotel costs and the air fare must be paid.

**IF PAYMENT IS NOT MADE AS REQUIRED ABOVE, THE OFFER OF ACCOMMODATION AND TICKET OR CONFIRMED BOOKING WILL BE CANCELLED AND NORMAL CANCELLATION FEES WILL APPLY.**



During their management, Alhussam expanded its local and overseas network of travel agents. Furthermore, they invested into developing various key subsidiary brands, including Fast Bookings for travel and tourism, Alhussam Umrah, Alhussam Catering, ZAER for transportation, and SHS for hotel management. High investment also went into hotels including Saja By Warwick Madinah, Saja By Warwick Makkah and Anwar Almadinah Mövenpick.



As part of their continuous development initiatives, in 2019 SIAD Holding was established as the entity responsible for linking all the various companies and reducing risks. Having all companies under one roof. Today, the company is managed by Eng. Mohannad Khogeer, who continues to grow the legacy of his late grandfather – peace be upon him.



### فندق اليرموك - مكة المكرمة

### AL-YARMOUK HOTEL - MAKKAH









Home Away from Home...

معنا كائنه بالبيت

**AL-YARMOUK HOTEL:**  
A most modern 4 star quality hotel, 400 meters away from the courtyard of Haram Al-Makkah Sherief Four overlooks to one of the main streets leads to Haram with a spectacular city view.

**ACCOMMODATION:**  
18 Floors, 180 Elegant guest rooms Single/Double/Twin rooms equipped with most modern amenities.

**RESTAURANTS:**  
**AL YASMEEN:** 18th level, restaurant which offers wide range of Arabic & International cuisine.  
**AL FAEHA:** Located on 17th floor and seats 200 guest, a place to experience Fast & Indian taste.  
24 hour Lobby Coffee Shop gives you homely comfort.

**Other Services & Facilities:**  
State-of-the-art fast lift, 8 Lines IDD telephone, Internet Data or GPRS, Major 12 Channel LCD Television, Central & Split air-conditioning, Fridge Safe available in every room and Hair Dryer.

**AL HUSSAM CO.**  
شركة الحسام  
Al-Yarmouk Hotel - Makkah - Kingdom of Saudi Arabia  
Tel: +966 2 5490968, Fax: +966 2 5490777  
Email: info@alhusam.com, www.alhusam.com

### فندق جراد ابياد - مكة المكرمة

### GRAND AJIYAD HOTEL - MAKKAH









Home Away from Home...

معنا كائنه بالبيت

**Grand Ajiyad Hotel:**  
Grand Ajiyad Hotel is considered one of the options sought by huge numbers of tourists, it is one of the most modern hotels of its type and type as it is situated on Qipat - Qaba Street, which is one of the main streets leading to Holy Mosque in Makkah.

**Accommodation:**  
Grand Ajiyad Hotel is characterized by its big area of 8 comprises 74 floors, having 288 different rooms (Double beds, three beds, four beds, five beds) and with an overall capacity of 1170 beds.

**Restaurants:**  
The Hotel has two big restaurants that serve different kinds of food and beverages. The Hotel is provided with dining capacity of 1400 (divided) supported by quality advanced high-speed internet network.

**Other Facilities and Services:**  
The Hotel has 8 elevators, 5 of which are allocated for customers so as to help them enjoy the freedom of movement 24 hours. Furthermore, the Hotel rooms are provided with diversified TV, satellite Channels that cater to the needs of all customers. Likewise, The Hotel is provided with internet network, as well as 10 central international labor network, with a view to assisting customers to have rapid and continued contact with whom they want. The Hotel is equipped with transportation services to and from Holy Mosque for 24 hours with its own cars and rest houses.

**AL HUSSAM CO.**  
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Grand Ajiyad Hotel - Makkah - Kingdom of Saudi Arabia  
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Email: info@alhusam.com, www.alhusam.com

# Our Philosophy



## Our Vision:

To be pioneers of investment and development in innovative Hospitality & Tourism Services, as an extension of our deep-rooted history and experience.



## Our Mission:

We find effective solutions in a volatile environment to invest and develop in Hospitality & Tourism Services to achieve growth and sustainable value for our stakeholders.

*We at SIAD Holding pride ourselves on the ability to coincide with the main themes of Saudi Vision 2030.*



## Our Values:

### 1-Credibility and Commitment:

We believe that these are the foundation of building human relationships and achieving personal growth and excellence. We are dedicated to delivering the best with the highest standards of quality and professionalism.

### 2-Creativity & Innovation:

We strive to foster this in everything we do. We aim to deliver innovative solutions that elevate the level of excellence and ambition, contributing to the development of individuals and teams, and advancing the entire sector.

### 3-Collaboration & Team Spirit:

We believe that these are the keys to success. We work together with enthusiasm and harmony, ensuring efficient and positive achievements while reinforcing the significance of our roles in accomplishing shared goals.

### 4-Social Responsibility:

We are committed to contributing positively to society and the environment, ensuring sustainable growth and community well-being.

# Our Strategic Goals

We have a set of strategic goals to insure we are pioneers of investment and development in Hajj and Umrah, hospitality and tourism.



## **Growth and Profitability:**

To build our company's assets by working on growing our investments.



## **Relationships:**

To build a network of distinguished local and international.



## **Investment:**

We work on attracting attractive investments and investors.



## **Solutions:**

In relation with business performance, we find solutions to improve and develop.



## **System Development:**

We develop systems to improve and optimize financial, administrative and governmental business functions.



## **Human Resources:**

To train and develop our employees and working family members. To attract and motivate real talent.

# Portfolio

Through the years, we have built a strong portfolio of Companies and Brands that span the industries of Hajj & Umrah, Hospitality, Catering, and Travel & Tourism.



Hospitality  
& Hotel Projects

Bookings and  
Platforms  
Electronic

Transportation

Catering

Destination  
Management  
(DMC)



# Destination Management (DMC)

Our country is honored to be the caretaker of the two holy mosques and thus we are blessed to be able to serve the Guests of Allah. We take the responsibility of making their sacred trip as comfortable and as easy as possible. Our destination management companies provide all ground services from transportation, accommodation and proper nutrition. We also provide them with tourism and entertainment experiences.



*est.* 2000 Alhussam  
Tourism

For more than 65 years, Al Hussam Company has been serving the pilgrims of Allah by providing everything they need during their holy journey.

Alhussam Tourism provides integrated services to pilgrims & tourist including visa issuance, airline tickets, hotel reservations and airport pick-up. With each passing year, we improve and upgrade our services and operations, making it one of the finest and best Tourism companies in the Kingdom.

# Catering

Since 1957, Alhussam Food Services (HFS) has been a pioneer in Saudi Arabia's food industry, delivering high-quality products and solutions. Building on a rich heritage of serving pilgrims, we have grown into a leading importer and distributor of premium food products for culinary professionals.



*est.* **20**  
**13** Alhussam Food  
Services

Specialized in catering for the Hajj and Umrah industry, Alhussam Food Services knows the ins-and-outs of serving the guests of Allah in the Holy sites and in Hotels and buildings. They provide an array of services that ranges from 5-star buffets to pre-packed meals, and offer cuisines that cater for various nationalities.



# Transportation

Investment has been made in the transport sector to serve the growing number of pilgrims who need to move from their places of residence to the holy sites and other places.

Since then we have grown and developed to serve the corporate sector as well.



est. **2012** Za'er Transport

A leading company in the field of private transport services. It serves the Hajj and Umrah sectors and companies. It provides a wide range of services that can be customized according to customer needs and desires.

Za'er has a modern fleet of vehicles carefully selected to suit the needs of its customers – from basic service levels to VIP.

The chauffeurs at Za'er are well trained, well prepared and can speak multi-languages all while having great knowledge.

# Bookings and Online Platforms

Investing in online platforms and facilitating reservations was an important step and in line with Saudi Vision 2030, which aims to provide the best services and supporting digital transformation.



**Fast Bookings**  
Travel & Tourism



*est.* **1996** **Fast Bookings**

*est.* **2021** **StayKSA**

Fast Bookings is one of the oldest companies of the group. It is a travel and tourism company that provides hotel room reservation, ticketing and transportation bookings.

It is characterized by providing special rates for groups as well as arranging all travel facilities such as Airport pick-up service.

StayKSA was developed with the vision to be the most considered platform for group and individual accommodation bookings in the Kingdom of Saudi Arabia.

On the platform you will find great places to stay – from 5-star hotels to traditional apartments and tents.



# Hospitality and Hotel Projects

Over the years we have gathered experience from some of the most talented and professional experts in management and project development. It started with "Abdul Aziz Khogeer Hotels" more than 60 years ago. This experience is offered to clients and other businesses in the form of the best and highest quality service.

## SHS

saja hospitality solutions  
سجى لحلول الضيافة

est. **2020** Saja Hospitality Solutions

SAJA Hospitality Solutions (SHS) is a consulting company best described as reliable, transparent and efficient. SHS provides creative hospitality solutions which are bespoke to their clients which are suited to their needs and requirements. SHS exists to offer 'peace of mind' for their clients. SHS represents their clients and supports them by carrying their burdens and reducing the risks associated with their client's project.

SHS offers services and solutions for the following: brainstorming and creative solutions, technical services management (Market and feasibility studies, Architects, Designers, etc...) Auditing, Full Project Management, Tender Management, Procurement, Feasibility Studies, Value engineering, Technical Support, Managing and Operating Hotels, SOPs, and Maintenance Solutions.

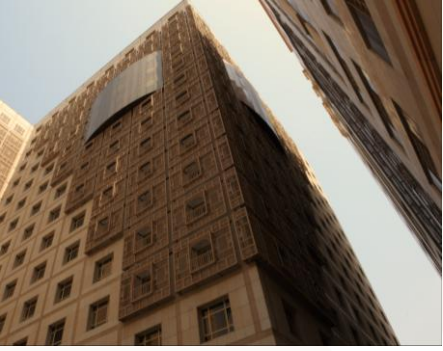


A 5-star hotel located in the heart of Almadinah, Almunawarah and a few steps away from the Prophet's Mosque. It is the largest hotel in the area and offers panoramic views of al Masjid Al-Nabawi. The hotel offers extensive facilities for families, individual travelers and leisure groups from an array of different restaurants and cafés offering diverse local and international cuisines to an adjoining mall boasting a variety of retail outlets providing hours of shopping pleasure.

**MÖVENPICK**  
ANWAR AL-MADINAH

Anwar Al Madinah

*est.* 20  
03



A Saudi-born 4-star hotel brand, developed with the vision of offering classic Saudi hospitality in a luxurious yet economical and affordable way — delivering local hospitality with international standards



est. **2017** SAJA Hotels Established

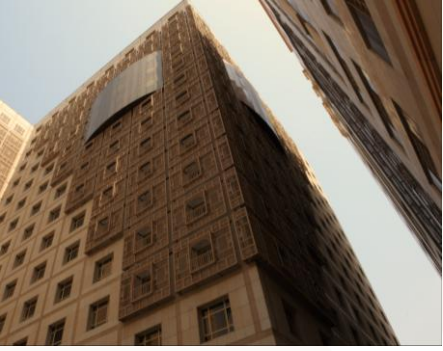


SAJA HOTELS partnered with WARWICK HOTELS & RESORTS and signed an exclusive franchise agreement in Makkah and Madinah.

The result, a new brand, SAJA BY WARWICK where the authenticity of Saudi heritage meets the elegance and international excellence of a world-renowned hospitality group. This partnership marks our long-term commitment to elevate the pilgrim and guest experience in these sacred destinations.



est. **2025** SAJA By Warwick



One of the finest four-star hotels in AlMadinah AlMunawarah. Just a few steps away from the Prophet's Mosque, it is located in the northern side of the central area in Madinah. It has a unique spirit of classic Saudi hospitality and a luxurious yet economical service that provides its visitors with the most peaceful and comfortable stay possible, in an authentically Islamic inspired architectural setting.



*est.* 2017 SAJA By  
Warwick  
Madinah



A fine four-star hotel in Makkah AlMukarama. It is located in Kudai, near the Haram. It offers visitors a peaceful and comfortable stay, with an authentic Saudi hospitality.

*est.* 2024 SAJA By  
Warwick  
Makkah

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*Services Investment  
and Development*



**SIAD**  
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