



WARRIOR GROUP



Corporate Profile

ABOUT US



Warrior Group specializes in event management, facility operations and project management, developing world-class products and services across adventure racing, adventure recreation, and extreme sports. Our vision is to awaken and ignite the passion for adventure in every community we touch.



MISSION & VISION



Our mission, as a company is to work with great people who embrace structured thinking and rigorous execution on all fronts to conceptualize and deploy world class products and services that integrate with and drive community engagement; with a vision to awaken and ignite a passion in adventure racing, adventure recreation and extreme sports in every community we touch.

KEY HIGHLIGHTS



30

YEARS IN DESTINATION &
ADVENTURE SITES
DEVELOPMENT

8+

COUNTRIES
OPERATED

50M

OVER 50 MLN
PROJECTS VALUE

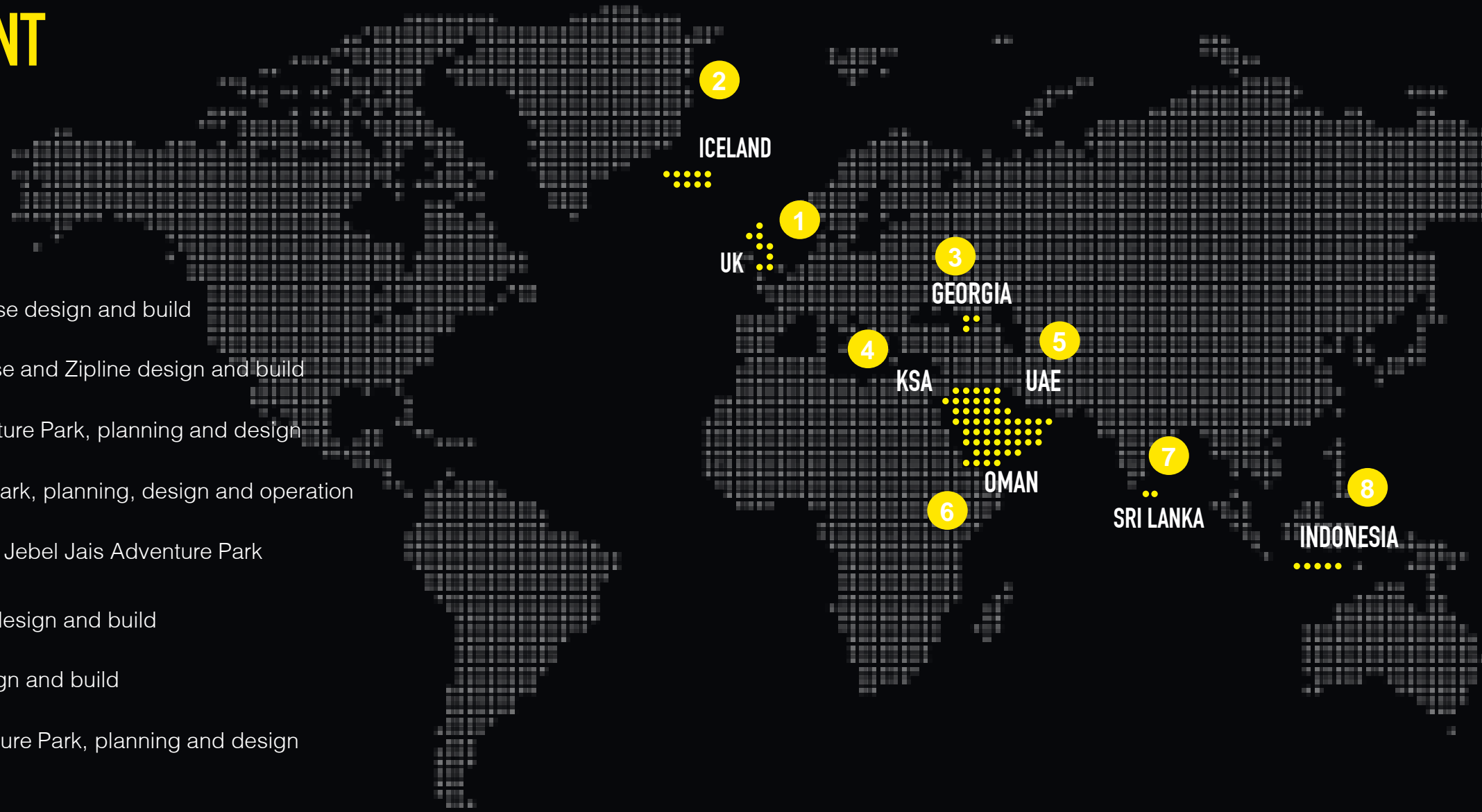
ISO

ISO
CERTIFIED

GLOBAL FOOTPRINT



- 1 Ropes course design and build
- 2 Ropes course and Zipline design and build
- 3 ECO Adventure Park, planning and design
- 4 Adventure Park, planning, design and operation
- 5 Operation of Jebel Jais Adventure Park
- 6 Via Ferrata design and build
- 7 Zipline design and build
- 8 ECO Adventure Park, planning and design



A person is crossing a rope bridge over a canyon. The bridge is made of ropes and has a metal railing. The canyon walls are high and rocky. The sky is blue with some clouds. The text is overlaid on the image.

**WHAT SETS US APART AND WHAT DO
WE BRING TO EVERY SINGLE PROJECT
WE ENGAGE IN**

— ...

BELIEF

We have great confidence in what we do.

INTELLECT

We apply reasoning and understanding.

EXPERTISE

We have the right expertise, skills and knowledge.

INTEGRITY

We do what is right.

OUR SERVICES



**DESTINATION
DEVELOPMENT**



**FACILITY OPERATIONS
& MANAGEMENT**



**CONSULTANCY &
CONSTRUCTION**



**EVENTS
MANAGEMENT**

An aerial photograph of a mountain resort at dusk. The scene features a large, rugged mountain range with a prominent peak topped by a tall, glowing tower. The mountain slopes are covered with terraced structures, possibly hotels or lodges, and a winding road. In the foreground, a large, calm lake reflects the sky and the surrounding landscape. The overall atmosphere is serene and majestic.

DESTINATION DEVELOPMENT

Warrior Group is a strategic partner in planning and advancing adventure sites to support the development of desirable destinations for travelers, focusing on the supply side of tourism by providing compelling experiences, quality infrastructure, and remarkable services to encourage return visits and attract new visitors to the destination.

ALULA

ADVENTURE HUB



The breath-taking landscapes and historic sites of AlUla, Saudi Arabia, aiming to attract 400, 000 visitors this year.

Warrior Group delivered and currently operating Adventure AlUla Hub with key attractions offering a unique and thrilling experience for adventure enthusiasts of all ages, bringing strong media and public attention to the site.

[PLAY VIDEO](#)

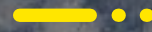
ADVENTURE HUB DEVELOPMENT & BUILD
SITE MANAGEMENT & OPERATIONS
MARKETING & PROMOTION



ALULA
ADVENTURE
HUB



KEY HIGHLIGHTS



06

PRODUCTS
DELIVERED

32

TEAM ON
SITE

4.6

CUSTOMERS
STAISSFACTION SCORE

ALULA ADVENTURE HUB DEVELOPMENT

MILESTONE ROADMAP



2019

Warrior Group designed and built a temporary zipline.



2019

Warrior Group has installed the longest double zipline in Saudi Arabia.



2020

Delivered AlUla Adventure Hub including two new adventure attractions



2021

3 new activities were deployed: Via Ferrata, Abseiling, Climbing, and new Hub.



2022

Build region top rope swing, cable stairway, and 6 additional brand-new attractions.

FUJAIRAH ADVENTURE PARK



Warrior Group has taken on development of second phase of Fujairah Adventure Park in 2023, projects has been completed in under 6 month.

We have developed iconic adventure activities: Highest Giant Swing in the GCC, Zipline, Archery, Adventure tower and park infrastructure.

[PLAY VIDEO](#)

ADVENTURE HUB DEVELOPMENT & BUILD
SITE MANAGEMENT & OPERATIONS
MARKETING & PROMOTION



FUJAIRAH ADVENTURE PARK



KEY HIGHLIGHTS



09

PRODUCTS
DELIVERED

104

TEAM ON
SITE

02

AUDIT CERTIFICATES
RECEIVED

A person wearing a dark jacket, dark pants, and a white helmet is rappelling down a large, textured rock face. The rock is light brown and has many small holes and indentations. The person is positioned in the center-right of the frame, with ropes visible. The background is a dark, shadowed area of the rock face.

FACILITY OPERATIONS & MANAGEMENT

Warrior Group managing multiple projects focusing on the efficient operation of the business, managing entire cycle operations including day-to-day operations, maintenance, procurement, purchasing, finance, marketing, and sales.

JEBEL JAIS ZIPLINE, SLEDDER & BEAR GRYLLS EXPLORERS CAMP



In partnership with RAK Leisure Activities, The Warrior Group took on the management of a sustainable destination from 2021 to 2023. The Warrior Group managed various activities, such as the World's Longest Zipline, stretching an incredible 2.83 kilometers; the heart-pounding Jais Sky Tour, comprising six ziplines over 5 kilometers. In addition, we operated the Jais Sledder, an exhilarating ride down a low-slung track that can reach up to 40 kilometers per hour, allowing riders to weave through awe-inspiring panoramas of the Hajar mountain. Warrior Group managing full operations of destination including onsite management, business operation and maintenance.

[PLAY VIDEO](#)

**ADVENTURE OPERATIONS | SITE & BUSINESS
MANAGEMENT | MARKETING & PROMOTION**





JEBEL JAIS ADVENTURES

KEY HIGHLIGHTS



150K+

ANNUAL
VISITORS

20+

ADVENTURE
ATTRACTIONS

30+

PARTNERS
SIGNED

ALULA YOUTH CAMP



Warrior Group has also developed and managed the AlUla Youth Camp, a unique outdoor education program for young people. The camp provides a hands-on learning experience for young people, allowing them to develop leadership, survival skills, and self-confidence while exploring the beautiful surroundings of AlUla.

[PLAY VIDEO](#)

PROGRAM DEVELOPMENT & FACILITATION

SITE BUILD-UP AND CONSTRUCTION

TRAINING & STAFFING



ALULA YOUTH CAMP



KEY HIGHLIGHTS

The background of the slide is a photograph of a rock climbing wall. The rock is a light tan color with prominent horizontal cracks and textures. Several people are visible on the wall, some appearing to be climbing or preparing to climb. The overall scene is dimly lit, with the text overlaid in bright yellow and white.

7+

PROGRAM ELEMENTS
DELIVERED

165

PROGRAM
PARTICIPANTS

98%

CUSTOMER SATISFACTION
SCORE



CONSULTANCY & CONSTRUCTION

Our experts specialize in designing, constructing, and managing various outdoor projects, from adventure parks and zip lines to campgrounds and recreational facilities.

CONSTRUCTION



We provide comprehensive support throughout construction, from design and planning to ongoing maintenance and upgrades. Warrior Group holds expertise and experience in delivering complex, high-quality construction projects that meet the unique needs of the adventure tourism industry while ensuring safety, sustainability, and environmental responsibility.

**SITE ASSESSMENT | LAYOUT MAPPING & DESIGN
RISK & HEALTH ASSESSMENT | GOVERNMENT
DOCUMENTATION SUPPORT | CONSTRUCTION &
BUILD-UP**



CONSULTANCY



Warrior Group provides a holistic approach to new destination development and planning of adventure sites. Our expert team provides valuable insights and guidance throughout the entire process, from initial planning to ongoing management and evaluation of the destination.

**FEASIBILITY STUDY | SITE ASSESSMENT
CONCEPT DEVELOPMENT | DESIGN & PLANNING
CONSTRUCTION MANAGEMENT | TRAINING
LAUNCH | OPERATION | MAINTENANCE**



SPECIAL PROJECTS

Experts in delivering unique projects within industry-specific requirements.

**ROPE BRIDGES
ZIP LINES
HANGING STRUCTURES**



ADVENTURE ACTIVITIES

Leader in delivering adventure, sports, and recreation activities in the region.

**PUMP TRACKS
OBSTACLE COURSES
HIKING & TRACKING SITES**



CAMP & ADVENTURE SITES

Campsite and adventure hub construction, exterior and interior design.

**ADVENTURE CAMPS
OUTDOOR ACCOMMODATION
ADVENTURE HUBS & STATIONS**



ADVENTURE MASTER PLANNING & CONSULTANCY & STRATEGY

Holistic consultancy on destination and tourism attraction development.

**ADVENTURES SITES & ACTIVITIES
NEW DESTINATIONS
TOURIST ATTRACTIONS**

An aerial photograph of a resort water park. The park features several blue swimming pools, a winding orange slide, a yellow slide, and a waterfall. The area is surrounded by lush greenery, including many palm trees. In the background, there are some buildings and a large dome structure. The overall scene is vibrant and tropical.

HOTELS ADVENTURE INFRASTRUCTURE

Warrior Group is transforming hospitality with its groundbreaking hotel adventure parks. Offering a blend of adventure and exhilarating activities, these spaces redefine the guest experience. From thrilling zip lines to challenging obstacle courses, guests can embark on an unforgettable journey without leaving the hotel.

HOTEL ADVENTURE PARKS



With the rise in the popularity of tourist destinations and the increased spending capacity of travelers, many hotels and resorts are transforming into destination resorts that offer unique and immersive experiences to their guests. Adventure activities such as climbing walls, ziplines, sky cycling, go-karting, paintball, and high rope courses are among the possibilities being explored. These activities provide excitement and thrills and engage visitors in memorable experiences. We provide a variety of adventure setups.

ROPES COURSE | ZIPLINE | ADVENTURE PARKS
CLIMBING WALLS | GOKART | ARCHERY
MOUNTAIN BIKE





URBAN ADVENTURE DEVELOPMENTS

The Warrior Group is at the forefront of urban adventure development, crafting exhilarating experiences that seamlessly blend adrenaline-pumping activities with the dynamic landscapes of city environments. With a keen eye for innovation, the group transforms urban spaces into adventure hubs, offering thrilling activities designed for all ages.

URBAN DEVELOPMENTS



Warrior Group is a leading expert in the field of urban sports projects. Our specialization lies in the innovative design and construction of a wide range of urban sports facilities. From dynamic skate parks to multifunctional adventure zones and waterparks, we take pride in our ability to create engaging and safe environments that cater to the diverse needs of urban sports enthusiasts. Our dedicated team is committed to delivering top-notch solutions that not only meet but exceed the expectations of our clients, ensuring that the urban sports community can thrive and flourish.

**SKATE PARKS | PUMPTRACKS | FLOWPARKS
WAVEPARKS**



COMMUNITY PLAYGROUNDS



Warrior Group is a leading expert in the field of urban sports projects. Our specialization lies in the innovative design and construction of a wide range of urban sports facilities. From dynamic skate parks to multifunctional adventure zones and waterparks, we take pride in our ability to create engaging and safe environments that cater to the diverse needs of urban sports enthusiasts. Our dedicated team is committed to delivering top-notch solutions that meet and exceed our client's expectations, ensuring the urban sports community can thrive and flourish.

**PLAYGROUNDS | LANDSCAPE | SLIDES |
INFRASTRUCTURE**



A close-up photograph of a zip line brake system. The main focus is a circular, grey and yellow plastic brake device with a white label that reads "zip STOP™ ZIP LINE BRAKE" and "head rush". A steel cable is attached to the device. In the background, another similar device is visible with the word "SPEED" on its label. The scene is lit with dramatic, low-key lighting, creating strong highlights and deep shadows.

ADVENTURE EQUIPMENT

As the premier distributor of sports and adventure equipment in the MEA region, we take pride in offering a curated selection of top-notch gear and cutting-edge products. From premium outdoor gear to state-of-the-art adventure equipment for climbing and ziplining to the adventure assets.

EQUIPMENT

The Warrior Group proudly serves as the official distributor for Headrush Technologies, the industry leader in magnetic braking technology for climbing, zip line, and free fall devices.

Our range of products includes TRUBLUE Auto Belay, ZipStop and Quick Flight Products

[EXPLORE PRODUCT RANGE HERE](#)

**DISTRIBUTION | INSTALLATION | DEVICE
SERVICE**



ADVENTURE FACILITIES

Warrior Group stands as the exclusive provider of premier adventure assets, delivering top-notch experiences that redefine the thrill-seeker's landscape. With a commitment to excellence, Warrior Group ensures unparalleled access to cutting-edge adventure elements, making every endeavor an extraordinary and unforgettable adventure.



I-TILT



We offer exclusive adventure facilities and comprehensive infrastructure services, managing projects from initial asset delivery to the design and construction of adventure spaces. Our expertise covers everything from welcome receptions and ticketing areas to adventure zones and recreation areas.

I-TILT is a highly versatile and flexible attraction. I-TILT provides a unique experience as it gently, safely, and comfortably takes you over the edge from an upright position to a thrilling 65-degree incline. This unparalleled adventure is truly one-of-a-kind in the world.

[LEARN MORE HERE](#)

EXCLUSIVE PROVIDER IN UAE & KSA
360 DEGREE SOLUTION





EVENTS MANAGEMENT

Warrior Group specializes in event management, facility operations, and project management, developing world-class products and services across adventure racing, adventure recreation, and extreme sports.

DESERT WARRIOR CHALLENGE



Started in 2014, DWC has since hosted 9 events across UAE in 4 different Emirates. This event is our Flagship brand, and we usually get anywhere between 2500-4000 attendees per event. This obstacle race has 3 different courses that stretch from 2km to 10km and categories that suit almost everyone.

[PLAY VIDEO](#)

WARRIOR GROUP BRAND



INFLATATHON

Inflatathon is a fun-filled run with the world's most amazing inflatable obstacles. This event was launched in 2018 in Safa Park Dubai and has made its mark as a great success in enticing families and young adults. The event is not a race but a great way to stay active with friends and family. It is open to all ages (participants must be over 1m tall).

[PLAY VIDEO](#)

WARRIOR GROUP BRAND



LIWA FESTIVAL

The Liwa Festival 2024 has emerged as an outstanding success, marked by many accomplishments and positive feedback from attendees.

One standout deliverable was the activation zone production for Kids, which added vibrancy and excitement to the festival atmosphere, adding 19 sustainable products on-site. The zone provided engaging activities for children and created a memorable experience for families attending the event.

Another achievement was the construction and operational management of the 62,500 sqm go-karting area, one of the major attractions at the festival.

The Warrior Group's expertise in delivering a top-notch go-karting experience contributed significantly to the activation's overall appeal. The bustling lineup and high customer satisfaction score of 4.68 underscored the success of this project.

[PLAY VIDEO](#)

DESIGN | CONSTRUCTION | OPERATION | TRAINING



SWAT CHALLENGE

The UAE SWAT Challenge is a 5-day event that continues to astound viewers and participants, showcasing the top-notch abilities and skills of the participating SWAT teams.

Since 2020, The Warrior Group has collaborated with Dubai Police to create obstacle courses using our extensive knowledge of military and field training methods. As a leading provider of outdoor training programs

We developed tactical, assault, rescues, tower events and obstacle courses specially designed to assess the tactical skills, mental focus and physical endurance of the participating teams. Bringing the reminder of the significance of highly qualified personnel in preserving global safety and security.

Our team consists of experts from all over the world with years of experience in developing experiential learning programs, obstacle courses, and adventurous sides.

[PLAY VIDEO](#)

DESIGN | CONSTRUCTION | OPERATION



GOV. GAMES

— • •

The Warrior Group had the privilege of working with The Executive Council of Dubai and HQ Worldwide shows to conceptualize, develop and deliver the Government Games, the world's premium inter-government competition.

Creating an entirely new format of sports event was an exciting challenge that the team revealed in. Over a thousand athletes from around the globe, including royal family members such as His Highness Sheikh Hamdan bin Mohammed Al Maktoum, competed in these prestigious events. Designing, building, and testing such intricate obstacles, while making sure that safety and functionality remain the primary focus, and with no room for re-takes, meant that our projects team had to be focused on excellence from the beginning.

[PLAY VIDEO](#)

DESIGN | CONSTRUCTION | OPERATION



NAS NIGHT CHALLENGE



In 2017 Warrior Group was selected to work with the Dubai Sports Council and create the region's first and only night-time obstacle course race, that would be a part of His Highness Sheikh Hamdan bin Mohammed Al Maktoum's NAS Sports Tournament, held every year during Ramadan.

It was our goal to create an OCR experience unlike any other, highly engaging, entertaining, and full of community spirit. Participants from around the region compete in this incredible event comprising of up to 5km of testing trails and epic obstacles for the coveted prizes. Over the past years, this annual event has grown to be one of the UAE's favorites.

[PLAY VIDEO](#)

DESIGN | CONSTRUCTION | OPERATION



F1 KSA

Warrior Group designed, built, and managed two events for Formula 1 in KSA, hosting multiple adventure zones, including zipline activity towers.



SWAT CHALLENGE

We developed tactical, assault, rescues, tower events and obstacle courses specially designed to assess the tactical skills, mental focus and physical endurance of the participating teams.



GOV GAMES

One of the most prestigious regional events. Warrior Group developed, built, and operated an entire event. The brand has seen two years of great success.



NAS NIGHT CHALLENGE

The region only one night obstacle course. Warrior conceptualized and organized an annual event since 2017, showing over 25% growth yearly.

[PLAY VIDEO](#)



WARRIOR GROUP



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