MAAD TOWERS AWARDED ICONIC HOSPITALITY PROJECT OF THE YEAR 2026

Maad International's five-tower Makkah development near Masjid Al-Haram has been named Iconic Project of the Year at the 2026 Hospitality Awards.

JEDDAH, SAUDI ARABIA, September 21, 2026 /EINPresswire.com/ -- The Maad Hospitality Complex has been named Iconic Project of the Year at The Hospitality Network's 2026 Hospitality Awards, held in Riyadh on 9 September.



The Hospitality Awards 2026 winner certificate recognizing the Maad Hospitality Complex in the Iconic Project of the Year category, presented to architectural consultant DLR Group.

Developed by Maad International, the project was recognized for its approach to creating a distinctive lifestyle destination in Makkah that responds to the site's natural topography while bringing together hospitality, residential and lifestyle uses within an integrated development. The award was presented to DLR Group, Maad's architectural consultant, for its work on the project.

The recognition reflects the collective effort behind the development, bringing together Maad's leadership and project teams across real estate development, construction, hospitality, commercial strategy and operations, alongside specialist consultants and partners to advance the project from vision and design through to delivery.

Located approximately 1.3 kilometers from Masjid Al-Haram on Ibrahim Al Khalil Road, the next phase of the Maad Hospitality Complex will comprise five new towers with 4,030 units, combining branded residences and a five-star hotel with retail, dining, events facilities, plazas, gardens and extensive lifestyle amenities.
Of the total inventory, 3,742 branded residences and hotel suites, representing approximately

93% of the units, will be available to local and international buyers, with unit sizes ranging from 35 m2 to 119 m2. The destination is designed to provide a distinctive family-oriented environment while offering a broader range of residential and lifestyle experiences for residents and visitors to Makkah.

“This recognition reflects the collective effort behind the project and the collaboration required to bring a development of this scale and ambition to life,” said Dr. Mohammed Al-Jared, Chief Executive Officer of Maad International.

Maad congratulates DLR Group on the recognition and its role in translating the development vision into the project’s architectural and landscape design.

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About Maad International
Maad International is a Saudi real estate developer established in 2009 and wholly owned by Dallah Albaraka Group. The company develops integrated real estate and hospitality destinations, combining development expertise with a focus on quality, long-term value and distinctive customer experiences. Maad’s flagship destination on Ibrahim Al Khalil Road in Makkah includes voco Makkah, part of IHG Hotels & Resorts and the largest voco hotel in the world, which opened in March 2023. The destination’s next phase comprises five new towers bringing together branded residences, hotel accommodation, retail, dining and lifestyle amenities.

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