



WARRIOR GROUP

CORPORATE PROFILE



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ABOUT US



Warrior Group, is a leader in adventure construction, operations and destination development. With over 30 years of expertise across Middle East and Europe, we specialize in creating world-class adventure attractions, integrated tourism destinations, mixed used assets, adventure driven hospitality, urban and recreational developments that inspire communities and empower partners. Our end-to-end model ensures precision, quality, and consistency, turning landscapes into high-impact destinations that inspire people and unlock long-term value.

WE DELIVER LASER PRECISION DRIVEN ADVENTURE EXPERIENCES THAT INSPIRE COMMUNITIES AND EMPOWER BUSINESSES.



WARRIOR GROUP OVERVIEW

Warrior Group is a multidisciplinary powerhouse in the adventure, tourism, and experience economy, leading the development, operation, and promotion of outdoor destinations across the Middle East and beyond. From rugged desert terrains to mountain summits, our fully integrated group of companies delivers end-to-end solutions for governments, developers, and brands aiming to unlock the true potential of adventure.

Our group structure allows us to control every layer of project delivery, from strategic planning and on-ground construction, to world-class operations, hospitality, events, gear, and hospitality. Each subsidiary is a specialist in its field, united by a shared mission: to create, build, and operate extraordinary experiences.

Warrior Group is the strategic heart of the organization, Warrior Group drives the vision, leadership, and innovation behind all subsidiaries. Operating as the umbrella brand, it oversees business development, strategic partnerships, and high-level project execution across the region. With deep market insight and a passion for adventure-led development, Warrior Group sets the pace for the industry.



MISSION & VISION

MISSION:

To design, build and operate inspiring adventure destinations with passion, precision, and purpose.

VISION:

To become a global leader in adventure destination development, offering turnkey solutions that transform landscapes into lasting legacies.



OUR POWERHOUSE BRANDS



OUR POWERHOUSE BRANDS



WARRIOR
CONSTRUCTION

Building innovative and sustainable infrastructure for commercial, Industrial, adventure and recreation.

WARRIOR CONSTRUCTION



WARRIOR
OPERATIONS

Delivering world-class operations and assets management for adventure destinations.

WARRIOR OPERATIONS



WARRIOR
HOSPITALITY

Transforming hospitality with integrated adventure experiences that elevate guest satisfaction.

WARRIOR HOSPITALITY



WARRIOR
CONSULTANCY

Guiding businesses and governments in planning, designing, and operating adventure destinations.

WARRIOR CONSULTANCY



WARRIOR
GEAR

Providing industry-leading adventure equipment for safe and thrilling experiences.

WARRIOR GEAR



WARRIOR
EVENTS

Delivering sport and adventure, large scale events that engage audiences and amplify brands.

WARRIOR EVENTS

A woman with long hair, wearing a yellow tank top and brown pants, is climbing a dark, craggy rock face. She is positioned horizontally, with her arms extended upwards, gripping a rock overhang. Her legs are also extended, with one foot on a rock ledge. The background shows a vast, hazy mountain range under a cloudy sky. The overall scene is dramatic and emphasizes physical strength and adventure.

COMPANIES OVERVIEW



WARRIOR CONSTRUCTION

Warrior Construction is a specialized division within Warrior Group, dedicated to delivering end-to-end construction solutions for high-impact tourism, adventure, and experiential destinations. With a strong foundation in engineering excellence and on-the-ground experience in challenging environments, Warrior Construction is built for projects that demand precision, durability, and expert knowledge.



WARRIOR OPERATIONS

Behind every great experience is world-class execution. Warrior Operations is responsible for the day-to-day running of adventure destinations and facilities, from staffing and safety to SOPs and customer service. With operational standards rooted in international best practices, our team ensures every visitor journey is smooth, secure, and spectacular.



WARRIOR CONSULTANCY

Warrior Consultancy partners with governments, developers, and investors to bring bold ideas to life. Our services span feasibility studies, destination master planning, economic impact forecasting, and product design. Armed with proprietary frameworks and on-ground experience, we help clients turn natural assets into iconic adventure destinations.





WARRIOR HOSPITALITY

As adventure expands, so does the need for immersive hospitality. Warrior Hospitality develops and manages adventure-inspired hospitality developments, from mountain eco-lodges to boutique hotels. We focus on comfort, sustainability, and location-driven design, providing accommodations that connect guests to the landscape and adventure experiences



WARRIOR EVENTS

Warrior Events is the experience engine of the group, delivering adrenaline-fueled events: races, obstacle courses, and high-impact adventure activations. Known for flagship events like Desert Warrior Challenge and Gov Games, our team is a regional leader in creating scalable, safe, and unforgettable mass participation events. From concept to crowd control, we bring the energy.



WARRIOR GEAR

Warrior Gear is the official distribution arm of Warrior Group, specializing in high-performance adventure equipment for commercial use. We supply and support a curated range of world-leading brands and systems used across the adventure industry. Warrior Gear provides certified, cutting-edge solutions that meet the highest global standards for safety, durability, and user experience.



WARRIOR

GLOBAL FOOTPRINT

②
ICELAND

①
UK

③
GEORGIA

④
KSA

⑤
UAE

⑥
OMAN

⑦
SRI LANKA

7 PROJECTS DELIVERED
ACROSS 7+ COUNTRIES

20 20+ NATIONALITIES

1 1 HQ UAE
1 BRANCH IN KSA

50+ PROJECTS
DELIVERED

WARRIOR ENDORSEMENT

A WARRIOR GROUP
EXPERIENCE



At Warrior, we greatly pride ourselves on delivering world-class adventure experiences. We stand behind every experience wholeheartedly and simply do not involve ourselves in anything that does not demand and deliver excellence. Our values and dedication to being laser-precise in everything we do have ensured that the experiences we endorse as 'A Warrior Group Experience' are synonymous with exceptional quality. It is for this reason that we highly recommend and request the use of our endorsement landmark within certain communication elements and touchpoints for the experience. The relationship and positioning of the landmark can be determined and agreed upon during the design phases of the experience.



WHAT SETS US **APART**

What sets Warrior Group apart is our unique ability to seamlessly blend adventure expertise with end-to-end delivery; designing, building, and operating world-class adventure assets that are both thrilling and excel operationally. With deep regional insight, a hands-on approach, and a commitment to international safety standards, we don't just construct experiences, we create destinations that engage communities, drive tourism, and stand the test of time. Our strength lies in structured execution, innovation, and a passion for turning bold visions into reality.

WHAT SETS US APART



01 TURNKEY SOLUTION

From vision to operation, Warrior Group unites design, construction, and delivery under one roof, offering a turnkey solution for adventure destinations.



02 HANDS ON EXPERIENCE

30+ years of global experience in destination development and extreme sports.



03 INNOVATIVE FIRST

Pioneering world-class adventure hubs and groundbreaking attractions in emerging destinations.

WHAT SETS US APART



04 COMMITMENT TO EXCELLENCE

ISO-certified processes ensure the highest standards.



05 COMMUNITY IMPACT

Warrior Group is committed to sustainability, education, and empowering local communities through projects.



06 TAILORED SOLUTIONS

Projects are designed to meet the specific goals of businesses, governments, and communities, ensuring every project is impactful and unique.

CERTIFICATIONS



At Warrior Group we prioritize excellence in every aspect of our operations. Our commitment to quality is reflected in our adherence to rigorous standards and certifications across various domains.



ISO 9001:2015

Quality Management System (QMS): Ensures consistent processes meeting customer needs through documentation, audits, and continuous improvement.



ISO 22301:2019

Business Continuity Management System (BCMS): Maintains critical business functions during emergencies through risk assessments, response plans, and regular testing.



ISO 45001:2018

Occupational Health & Safety Management System (OHSMS): Prioritizes employee safety with risk identification, prevention, and compliance measures.



ISO 31000:2018

Risk Management: Proactively identifies, assesses, and mitigates risks throughout the organization, integrating risk management into strategic planning and operations.



ISO/IEC 27001:2022

Information Security Management System (ISMS): Safeguards sensitive information assets through robust controls, risk assessments, and cybersecurity measures.



ISO 14001:2015

Environmental Management System (EMS): Minimizing our environmental impact through effective resource management, pollution prevention, and continual improvement.

These certifications underscore our commitment to quality, business continuity, occupational health and safety, effective risk management, and information security. We continuously strive to meet evolving needs while upholding the highest standards of integrity.

IN HOUSE PRODUCTION

At the core of every Warrior-built experience is a foundation of precision, durability, and innovation, all made possible by our in-house Fabrication House.

Specializing in the design and manufacturing of adventure infrastructure, Warrior Group Fabrication House brings bold concepts to life with technical excellence and an eye for performance. From rugged obstacle rigs to modular adventure elements, we fabricate custom-built structures that meet the highest safety standards while thriving in extreme environments. Warrior Group, building adventure-ready infrastructure starts with our in-house Fabrication House, a dedicated facility designed to turn bold concepts into durable, high-performance realities. Located strategically to serve large-scale regional projects, our fabrication facilities are fully equipped to meet the unique demands of adventure construction in harsh environments.

From large-scale adventure experience hubs to zipline towers, climbing walls, and mobile activations, every unit we fabricate is engineered for safety, speed of assembly, and long-term reliability. Our team includes skilled fabricators, welders, industrial designers, and engineers, all working under strict quality and safety protocols.

ENVIROMENTAL COMMITMENT

At Warrior Group, we believe that the true spirit of adventure is rooted not just in discovery, but in stewardship. Our work takes us deep into some of the world's most awe-inspiring natural environments, vast deserts, rugged mountains, and untouched coastlines and we recognize that with this access comes a profound responsibility. Preserving these landscapes is not a side mission; it is central to our identity.

Environmental responsibility is embedded in every decision we make, from the early stages of destination planning to the fabrication of adventure infrastructure, all the way through to day-to-day operations and guest engagement. We don't just aim to minimize our impact; we strive to design and deliver experiences that enhance and celebrate the natural world.

Our commitment to sustainability is practical, measurable, and future-focused. We prioritize modular and non-invasive construction, integrate eco-conscious materials, and enforce rigorous operational protocols to reduce waste, conserve resources, and protect biodiversity. Beyond our internal practices, we actively educate our guests, empower local communities, and collaborate with environmental experts to ensure long-term impact and ecological harmony.

For Warrior Group, sustainability is more than a responsibility, it's a guiding principle that shapes how we build, how we operate, and how we inspire others to explore with purpose.

ENVIRONMENTAL COMMITMENT



MODULAR, REUSABLE STRUCTURES
THAT MINIMIZE PERMANENT
ENVIRONMENTAL IMPACT



NON-INVASIVE CONSTRUCTION
TECHNIQUES THAT PRESERVE
NATURAL TERRAIN



SUSTAINABLE MATERIAL
SELECTION BUILT FOR DURABILITY
IN EXTREME CONDITIONS



"LEAVE NO TRACE" POLICIES
APPLIED TO ALL EVENTS AND
OPERATIONAL SITES



WASTE REDUCTION AND
RECYCLING SYSTEMS ACROSS
VENUES AND EVENT LOCATIONS

ADVENTURE WITH **PURPOSE**. DEVELOPMENT WITH **RESPONSIBILITY**.

ENVIRONMENTAL COMMITMENT



WATER CONSERVATION METHODS
AND ENERGY-EFFICIENT
EQUIPMENT USAGE



LOCAL SOURCING OF MATERIALS
AND LABOR TO REDUCE EMISSIONS
AND SUPPORT REGIONAL
ECONOMIES



FUTURE-FORWARD INITIATIVES
SUCH AS CARBON TRACKING AND
ECO-FRIENDLY TRANSPORT
INTEGRATION



ENERGY-EFFICIENT OPERATIONS,
INCORPORATING SOLAR-POWERED
SYSTEMS AND LOW-IMPACT
LIGHTING



ONGOING ENVIRONMENTAL
MONITORING TO ASSESS IMPACT
AND ENSURE ADAPTIVE
SUSTAINABILITY STRATEGIES

ADVENTURE WITH **PURPOSE**. DEVELOPMENT WITH **RESPONSIBILITY**.

CASE STUDIES

- DESTINATION DEVELOPMENT
- ADVENTURE OPERATIONS
- CONSTRUCTION & FABRICATION
- HOSPITALITY & RECREATION
- ADVENTURE GEAR
- ADVENTURE ASSETS
- EVENTS



DESTINATION DEVELOPMENT

At Warrior Group, we turn untapped landscapes into unforgettable destinations. From concept to completion, we develop, design, and operate world-class adventure and tourism sites that drive economic growth and cultural value. Whether it's rugged mountains, vast deserts, or coastal escapes, we bring bold experiences to life, sustainably, strategically, and at scale.

Let's build the next iconic destination together.

A photograph of a desert canyon with a wooden adventure hub in the center. The hub has a sign that says "ADVENTURE HUB" and Arabic text. In the foreground, there is a stack of stones. Two people are standing near the hub. The sky is blue with some clouds.

ADVENTURE OPERATIONS

Warrior Group is your expert partner in full-scale adventure operations. We manage every aspect, from experience design and staffing to training, safety protocols, and daily execution. Whether it's operating adventure hubs, high-altitude activities, or adrenaline parks, we deliver seamless, high-impact adventure experiences built on world-class standards. Our turnkey operational systems and expert team ensure unforgettable, safe, and scalable adventures, day in, day out.



CONSTRUCTION & FABRICATION

Warrior Group delivers high-performance construction and precision fabrication solutions for complex, large-scale projects. From structural steelworks to custom metal fabrication, we bring expert craftsmanship, advanced technology, and turnkey project execution to every build. With a proven track record across industrial, commercial, and adventure infrastructure, our team ensures strength, speed, and quality, on time and to spec.

An aerial photograph of a resort complex, featuring several swimming pools, lounge areas with umbrellas, and numerous palm trees. The image is darkened to serve as a background for the text.

HOSPITALITY & RECREATION

Warrior Group develops and operates immersive hospitality and recreation experiences that connect people to place through adventure, comfort, and culture. From adventure lodges and glamping retreats to outdoor wellness and leisure zones, we deliver turnkey operational solutions rooted in guest satisfaction, sustainability, and experiential design. Our focus is on crafting high-impact destinations that offer more than just a stay, memorable moments, active escapes, and spaces that inspire.

The background of the image shows two large, industrial-grade auto belays. The one on the right is a ZipStop, with a white circular label that reads 'zip STOP' in large letters, 'ZIP LINE BRAKE' below it, and the 'head rush' logo at the bottom. The one on the left is a TRUBLUE, with a white circular label that reads 'SPEED' in large letters and the 'head rush' logo below it. Both devices are mounted on a metal structure, and thick steel cables are visible running through them. The overall lighting is dim and blue-toned, giving it a technical and rugged appearance.

ADVENTURE GEAR

We equip adventure with gear that's built to perform. From ZipStops to TRUBLUE auto belays, we supply, manage, and maintain certified, battle-tested equipment for high-intensity environments.

ADVENTURE GEAR



Warrior Group is proud to be the official distributor of Headrush Technologies, a global leader in magnetic braking systems for adventure and recreation. Known for innovation, safety, and reliability, Headrush products are trusted worldwide for climbing, zip lining, and free fall experiences.

Our lineup includes the TRUBLUE Auto Belay, the most trusted auto belay system for climbing walls, the ZipSTOP Zip Line Brake, delivering smooth, controlled zip line braking, and the QuickFlight Free Fall Device, offering safe, adrenaline-packed free-fall thrills.

Beyond supplying, Warrior Group provides expert consultation, installation, and ongoing maintenance to ensure optimal performance, safety, and peace of mind for every operator.

[EXPLORE PRODUCT RANGE](#)







ADVENTURE ASSETS

Warrior Group is the exclusive provider of high-performance adventure assets, delivering exceptional experiences that set a new standard for thrill-seekers.

A person's legs and feet are shown in a desert environment, wearing athletic gear and a watch. The person is sitting on a white surface, possibly a tent or a mat. In the background, a sign with the words 'DESERT WARRIOR' is visible. The overall scene is dimly lit, suggesting a sunset or sunrise setting.

EVENTS MANAGEMENT

We design and deliver high-impact adventure and sports events, from OCR races and military challenges to the iconic Desert Warrior Challenge. With end-to-end capabilities, we create adrenaline-fueled experiences that unite athletes, thrill-seekers, and brands through the power of adventure.

CONTACT US



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THANK YOU



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