





AlUla, a hidden treasure spanning an incredible 200,000 years of human history, is an oasis of perpetual green, bursting with life and ripe for exploration. This breathtaking jewel, rich in archaeological and cultural significance, represents a story that is yet to be fully told.

Be amongst the first to discover AlUla's enchanting desert landscapes, verdant oases, and the unique splendour of its UNESCO World Heritage Site, Hegra. Dive into a realm of ancient legends and continually evolving stories, and experience awe-inspiring monumental landscapes.

In this timeless expanse, feel both humbled and invigorated, as every corner reveals the enduring narrative of this ancient land.

AlUla is not just a destination: it's an experience where the artistry of nature and human ingenuity converge, infused by quintessential Arabian hospitality. With every visit, AlUla reveals itself as a place of perpetual vibrancy and eternal rejuvenation, an enduring sanctuary where heritage, culture and adventure meet all set in a backdrop of stunning natural beauty.

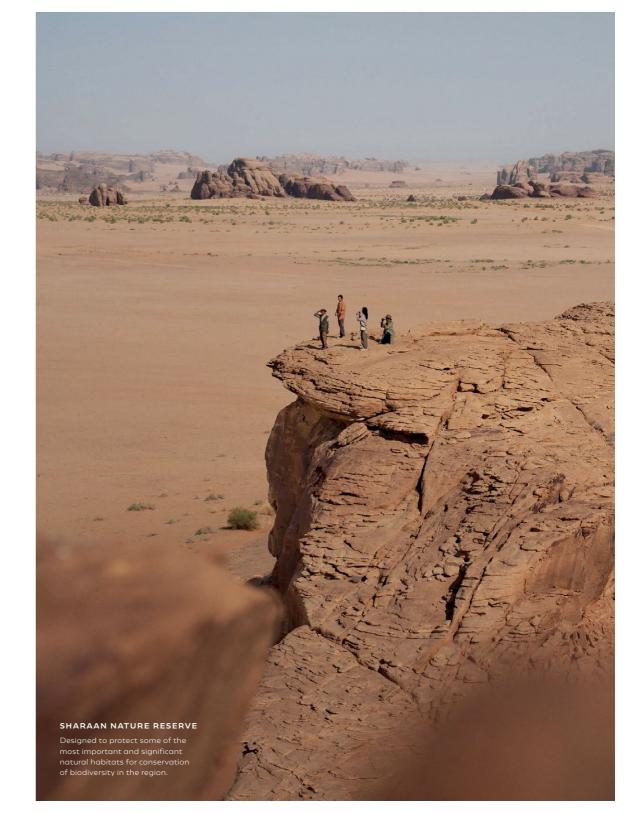
Now, this once-hidden gem is yours to explore, promising an authentic and meaningful experience that resonates with the discerning traveller in search of memorable stories, serene escapes, and enduring splendour.

COME DISCOVER A LAND OF LEGEND

An open-air museum the size of a country (22,561 km²), AlUla will take your breath away.

Located in northwest Saudi Arabia, on the original Incense Road and pilgrimage route to Makkah, this historical land is steeped in the immense beauty of the natural world, alongside the dramatic splendour of human creations. An ancient oasis in a desert valley, the site was a hub of trade and cultural exchange for millennia, and still bears witness to those who once passed through.

Golden sand stretches to the horizon, and rocky outcrops emerge from the desert's expanse. Thousands of tombs and burial places can be found in AlUla, including more than 100 intricately carved tomb facades at Hegra, which stand majestically among mammoth sculptures carved by nature.





AN OPEN-AIR MUSEUM IN THE HEART OF THE DESERT

Today, AlUla's sites tell of ancient times when diverse civilisations flourished in its lush oases.

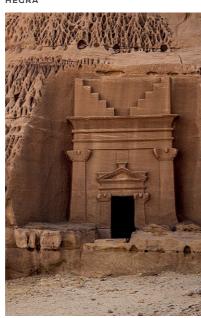
A trading route hub, the desert landscapes were traversed by caravans loaded with incense, spices, beads, glazed ceramics and more, causing its sandstone canyons to echo with the music of numerous languages.

Hegra, Saudi Arabia's first UNESCO World Heritage site, was the Nabataean Kingdom's principal southern city, where the elite buried their dead in elaborate cliffside tombs.

ALULA OLD TOWN



HEGRA



New insights are continually being discovered about water management and agriculture practices from the ancient city of Dadan, in ongoing excavations.

ANCIENT CITY OF DADAN



At Jabal Ikmah, you will find hundreds of ancient written inscriptions describing pilgrimages, rituals, and offerings from times past. AIUIa overflows with archaeological riches, with more being discovered every day.

JABAL IKMAH











THE ALULA MOMENTS CALENDAR





The AlUla Moments calendar features five diverse experiences: AlUla Wellness Festival, Ancient Kingdoms Festival, Winter at Tantora, AIUIa Arts Festival and AlUla Skies.

flagship festivals that offer Beyond the festivals, AlUla Moments presents a range of marquee events such as AZIMUTH, Richard Mille AlUla Desert Polo, The Custodian of the Two Holy Mosques Endurance Cup, AlUla Camel Cup, as well as fashion, adventure, and sporting events.



OF ASTONISHING NATURAL BEAUTY

Witness undulating sand dunes that stretch as far as the eye can see.
Marvel at ochre-streaked sandstone canyons and lunar plateaus of black volcanic stone.

Here, nature emerges as an artist with massive rock formations rising from the sand, chiselled by the wind over centuries into eye-catching forms that include the now-iconic Elephant Rock which benevolently gazes across the lands that form her desert home. Amidst this wild and enigmatic landscape, ostriches, camels, gazelles and more thrive alongside exotic flora and fauna.





BREATH-TAKING AND LIFE-GIVING

AlUla's lush oasis, which has long offered shade and sustenance for visitors, is marked by swathes of green with its palm grove, the air heady with the perfume of dates, citrus and moringa, mixed with mint and other herbs. The oasis sits at AlUla's very heart, having nourished life here for millennia, inviting people to settle here to develop their rich and varied cultures.

FROM LAND, SEA AND AIR







FURSAN CUP

HOT AIR BALLOON EXPLORING

There are so many ways to enjoy the extraordinary environment of AlUla. It is hard to beat the experience from the skies, floating above the magnificent landscape in a hot air balloon or exploring the skies in a helicopter. For a closer look, tour the sites by foot, bicycle, camel or in a vintage Land Rover.

Equestrian aficionados can navigate the drifting sands on an Arabian horse, watch a desert polo tournament, or cheer on the riders during the Fursan Cup. For thrill seekers, the adventure hub offers many adrenalin pumping ways to enjoy the stunning surrounds from ziplining to abseiling and a heart stopping giant swing. Cycling enthusiasts will appreciate the bike paths and scenic roads and hikers will come across thousand year old inscriptions in the canyons. With AlUla's easy access to the Red Sea. many on-water activities are on offer, from luxury yachts to adrenalin sports.



ALULA HOSPITALITY

As the magnificence of AlUla draws the world's most curious and discerning travellers, a stunning selection of new properties will combine the best in comfort, sustainability, and respect for the local vernacular. From boutique hotels to villas, you will be delighted and surprised by AlUla's unique and genuine hospitality.

ENJOY A MIX OF LUXURY AND AUTHENTICITY

In your personal oasis in the desert, a unique blend of quiet luxury and raw authenticity await. With a captivating array of options, ranging from private suites surrounded by sandstone mountains to luxurious villas nestled alongside breathtaking rock formations, AlUla's boutique hotels and resorts offer a plethora of intriguing choices.

Habitas AlUla Resort and Banyan Tree Resort are two wonderful examples of hotels that blend seemlessly into the stunning Ashar Valley. These resorts offer a form of 'disruptive' luxury that prioritise connection, nature and the silence of the surrounding canyons. Choose Habitas for the comforting colours and textiles of the region with a resort that welcomes it's guests 'home'. Or for a space and sophistacated privacy with your own private pool, Banyan Tree is a stunning option, with its picturesque pool between the rocks. Both resorts offer revitalisation with the latest spa and wellness practicies.

AlUla, already a haven for travellers seeking unique and luxurious stays, is set to elevate its hospitality offerings with remarkable new additions.

BANYAN TREE RESORT



HABITAS ALULA RESORT



The artistic Sharaan Resort, a brainchild of Pritzker Prizewinning architect Jean Nouvel, is poised to become a standout attraction. Nestled within the nature reserve, Sharaan Resort is designed to harmonize with its desert surroundings, offering an immersive experience that blends luxury with nature.

Adding to the allure, the Chedi Hegra stands as a pioneering venture, being the first hotel located in the captivating Hegra area. This establishment promises to offer guests an exclusive and intimate experience, right in the heart of AlUla's archaeological wonder. Complementing these developments is the upscale eco-lodge, Dar Tantora by The House Hotel, within AlUla Old Town. Known for its hundreds of mudbrick buildings that whisper tales of a bygone era, the lodge provides a blend of cultural authenticity and modern luxury.

Wherever you choose to rest your head, AlUla promises travellers the utmost in contemporary comfort and Arabian hospitality.

SHADEN RESORT



CARAVAN BY HABITAS





RELAX AND BE PAMPERED

Surrounded by the raw natural beauty of the desert, you will receive a royal Arabian welcome that will make you feel as special as the landscape. Your experience might start with traditional mounted guards turning out to welcome you. At the region's exclusive hotels, reserve your own private swimming pool, a personal chef to design meals with local ingredients to your specifications, or a butler to attend to your every need.

A dedicated concierge can ensure the best concert seats or unforgettable visits of AlUla's heritage sites. After a day of activities or sightseeing, your hotel spa offers a full menu of treatments and massages. Sample the benefits of spa products made with Moringa peregrina, a miracle tree native to AlUla which has long been used for traditional medicines and precious perfumes.

SAVOUR DESERT-STYLE DINING



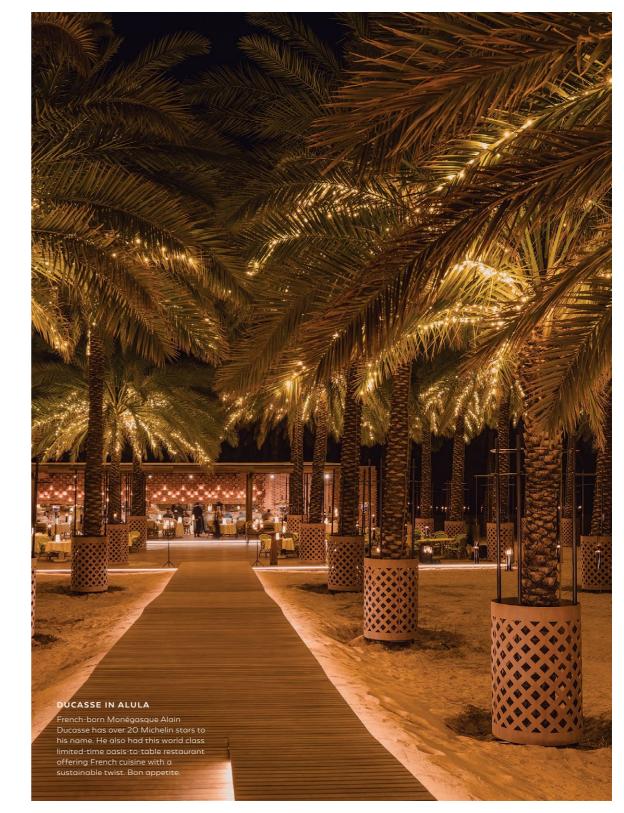


AlUla is fast becoming established as a culinary paradise. This transformation is marked by an impressive series of restaurant openings, each bringing its unique flavour and ambience to the table. The dining landscape here ranges from the refined elegance of French cuisine to the bold and adventurous tastes of Thai cooking. These culinary experiences are further elevated by contemporary creations from Michelinstarred chefs, making AlUla a hotspot for gastronomes.

The secret to the extraordinary dining experience in AlUla lies in its array of fresh ingredients. The lush local oasis provides a bounty of fresh produce, offering an

Oasis to Table experience that ensures that every dish not only tantalises the taste buds but also embodies the essence of the region. In AlUla, every meal is not just a dish served; it's a story to be told, making it a true delight for both the eyes and the palate.

Set against AIUIa's dramatic rocky terrain, these dining establishments offer more than just food; they present a visual and sensory spectacle. The rugged, natural backdrop serves as a theatrical stage, enhancing the dining experience and seamlessly blending culinary art with nature's grandeur.





Key to this sustainable vision is the protection and preservation of its cultural and natural heritage, ensuring that the historical and environmental treasures of AlUla are maintained in their pristine state.

A significant aspect of AlUla's sustainability efforts is the focus on empowering local communities. By creating job opportunities, the region is investing in its people, allowing the benefits of tourism to flow back into the community, fostering a sense of ownership and pride among the locals.

Additionally, the establishment of half of AlUla country as nature reserves is a testament to its dedication to environmental conservation.

These reserves not only protect the diverse flora and fauna of the region but are also pivotal in the conservation efforts for the rare Arabian Leopard, an apex predator that stands as an enduring symbol of the region's natural heritage and ongoing regeneration.

AlUla invites you to be a part of this sustainable journey, to witness and experience the next chapter in its glorious and ever-evolving history. Come to AlUla and explore a magical place where the preservation of the past and the promise of the future coexist in harmony, offering an outstanding travel experience that is both enriching and responsible.



PALAEOZOIC

 Trilobites in sandstone



and teeth

NEOLITHIC

· Ritual deposits of

animal skulls, horns



LATE

· Handaxe among earliest discovered in Arabia

PALAEOLITHIC



PREHISTORY

 Monumental burials and seasonal campsites



ANCIENT NORTH ARABIAN KINGDOMS

- · Multiple scripts and languages inscribed in stone
- · Prosperity from incense trade
- Water management and cultivation in the AIUla Valley, developing the oasis

c. 900-100 BCE

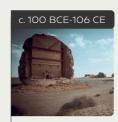
ROMAN PRESENCE

- Roman camp at Hegra
- · Southernmost inland limit of the Roman Empire



NABATAEAN KINGDOM

- Spectacular carved tombs
- Prosperity from incense trade
- Oasis development on the Hegra Plain



PRE-ISLAMIC

c. 400-622 CE

EARLY ISLAMIC

- Prosperity from trade and pilgrimage to Makkah
- Largest city after Makkah in the 10th century



MODERN TIMES

- Western explorers discover and document AIUIa
- · Hijaz Railway built to modernise pilgrim travel



LATE ISLAMIC

· AlUla Old Town is the cultural heart of AIUIa from c. 1200 until the 1980s



c. 300 million years ago

AUSTRALIA

2550 BCE

c.100 BCE-106 CE

70-80 CE

EGYPT JORDAN

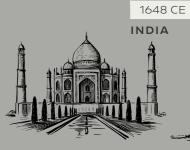






1000 CE **RAPA NUI**





1889 CE

FRANCE





ALULA
Forever Revitalising