

OLD TOWN CULTURAL EXPERIENCES GUIDE

WINTER 2025 - SPRING 2026



البلدة القديمة
The Old Town

الجبل
ALULA

لِعْلَاتِ الْعَلَى

ALULA MOMENTS

IN PARTNERSHIP WITH

VISA

WITH THANKS TO OUR PARTNERS VISA

For supporting the AlUla Moments calendar of events
this season 2025 - 2026.



WITH THANKS TO SAB FOUNDING PARTNER OF CULTURE

For continuing to support and preserve AlUla's cultural heritage.

INTRODUCTION TO THE OLD TOWN

Step into AlUla's Old Town, one of the most atmospheric heritage destinations in the region.



Voted a 'World's Best Tourism Village' and long recognised as an essential stop along the historic pilgrimage route, Old Town was continuously inhabited from at least the 12th century CE until the 1980s.

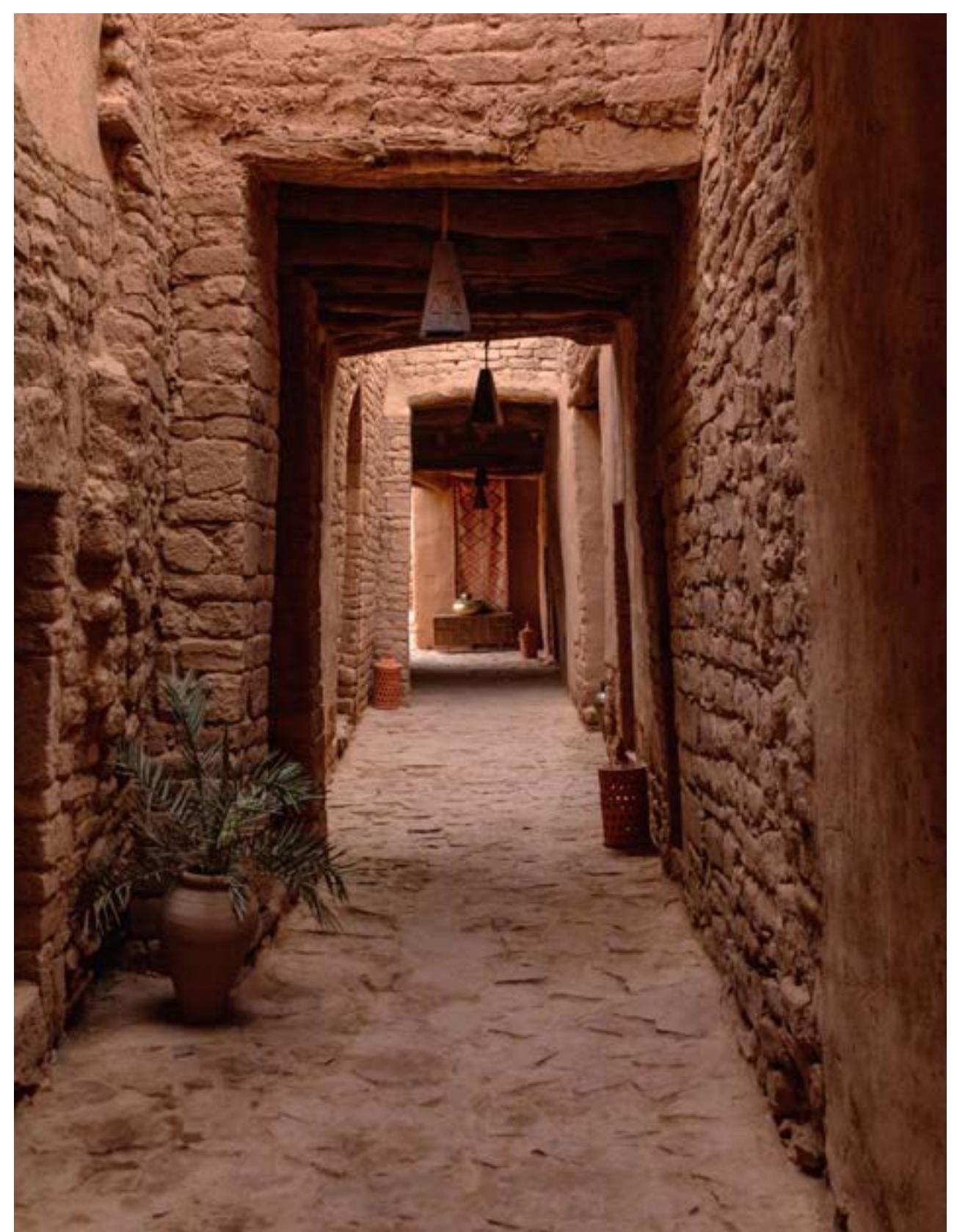
Centuries of exchange, community life and storytelling can still be felt in its winding streets and hundreds of historic buildings. This is a place that has captivated travellers for generations. When Ibn Battuta visited in 1326, he described a flourishing oasis known for its welcome and vitality.

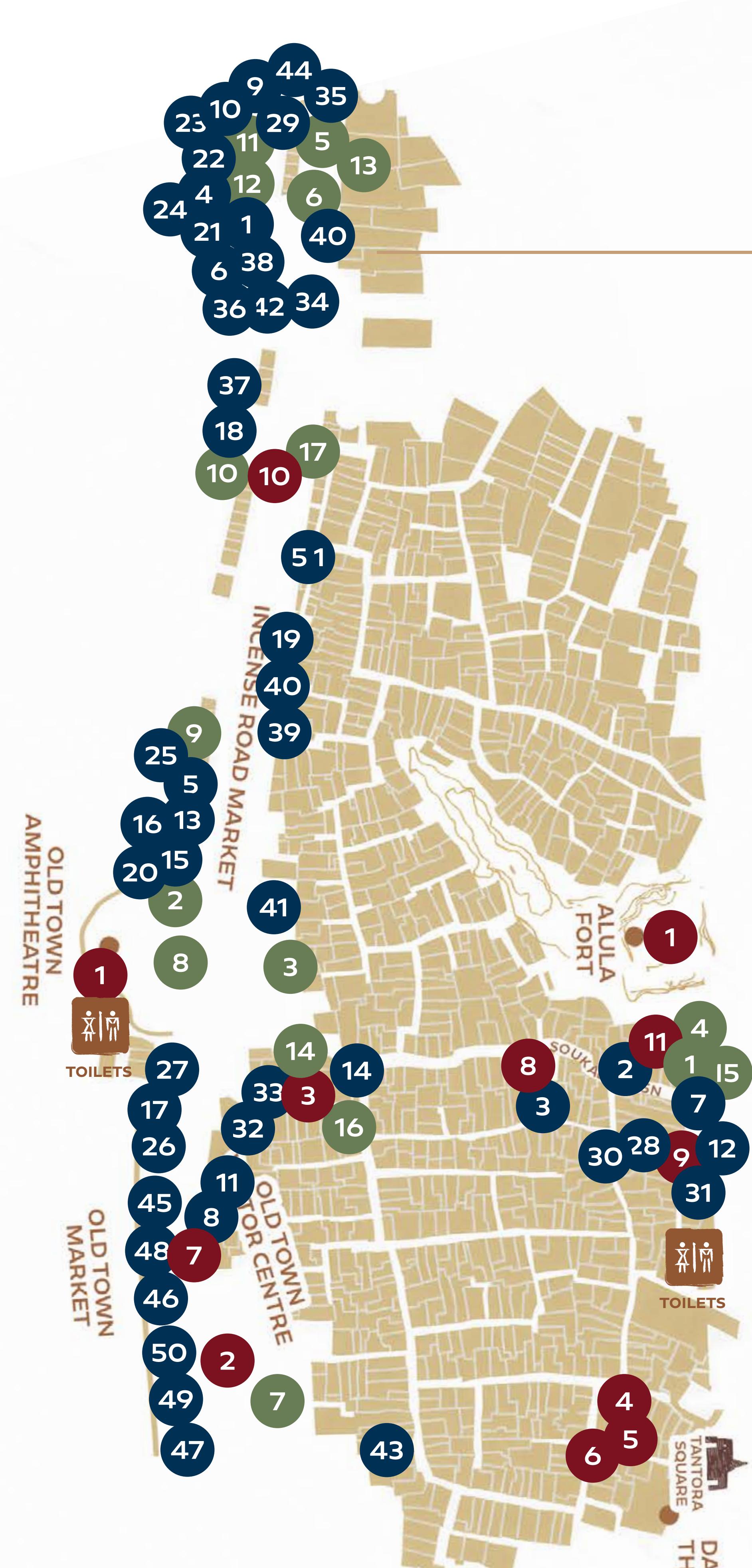
Today, the Old Town is a vibrant living museum, where restored lanes, courtyards and traditional mudbrick homes host a wide-ranging programme of cultural experiences.

Visitors can wander freely to discover heritage, craft and memory woven throughout the historic quarter or book ahead for specialist tours, hands-on

experiences, performances and evening immersions. With a rich mix of daytime exploration and night-time activity, the Old Town offers exceptional choice and something for everyone, inviting each visitor to choose their own journey of discovery.

Whether joining an activation, meeting local makers, or simply strolling through its atmospheric streets, visitors will find a place where history is lived as much as preserved. The Old Town invites everyone to be part of AlUla's ongoing cultural story, creating new memories in a setting where past and present meet.





OLD TOWN MAP

AIUla's Old Town is home to a vibrant collection of restaurants, cafes, boutique shops and artisan market stalls, offering everything from contemporary fashion, scents and accessories to handcrafted souvenirs inspired by the region's rich cultural heritage.

CULTURAL EXPERIENCES

1. **Old Town Nights** (Ampitheatre Show & Fort Dinner)
2. **Old Town Culinary Voyage** (Meeting Point)
3. **The Incense Road Experience**
4. **Old Town Escape House Experience**
5. **Midday at Tantora Tour** - Tantora Square
6. **From Old Town to Oasis: A Heritage Discovery Experience**
(meeting point at Dar Tantora)
7. **Old Town Wall Art Walk** (meeting point at Old Town Visitor Centre)
8. **A Place of Remembrance**
9. **Hayaku Photobooth Experience**
10. **Huna Workshops**
11. **Bonjour Saudi Travel Experiences**
12. **Old Town Tour** (meeting point at Old Town Visitor Centre)

FOOD & DRINK

1. Saudi National Dishes	6. Tawabeen	12. Fresh House
2. Entrecôte Café de Paris	7. 70's Cafe	13. Groovy
3. 7 Ribs	8. Jazeen	14. Wacafe Cafe
4. Tofareya Restaurant	9. Groon	15. Minzal
5. Villa Fayrouz	10. Tomoor AIUla	16. Khader Tea Experience
	11. Dunkin	17. AI Nakheel Cafe

RETAIL

1. Nouf Fatehi	24. Hekayat Hirfa
2. AOCO AIUla	25. Rowdy
3. Saudi Scenes	26. Al Majid for Oud
4. Atelie Erth	27. Faisal Al-Dayl Perfumes
5. AIUla FC	28. House of N
6. Old Town Gift Shop	29. Bazar AIUla
7. Thammn Brand	30. Hobal
8. Ghosn Al-Ban Honey	31. Hayaku AIUla
9. Gossain Alban Self Care	32. Dabag Handbags
10. Otta Pottery	33. Jayla Skincare
11. Ahmed Shawikan Grocery	34. Omlah Currency Exchange
12. Aram Resin	35. Peerless Jewellery
13. Rock Art	36. Mansour Gold
14. AIKhalafi Boutique	37. Nouq Design
15. House of Cenmar	38. Mini Chocolate
16. House of Kashmir	39. Abaq Soap
17. Elegant Things	40. ALSDN
18. Concept by Weaver	41. Sroud Saudi Artisanal Company
19. Shqilat Boutique	42. Madrasat-Addeera
20. Areej Accessories	43. DZRT
21. AIUla Script	44. Laverne
22. Ayadi AIUla	
23. Heritage and Art	

OLD TOWN MARKET KIOSKS

45. Bin Eid Lifestyle
46. Dar Rawad
47. Golden Hook
48. Abak AIUla
49. Sadu AIUla
50. Heritage

CO-WORKING SPACES

51. Huna

OLD TOWN NIGHTS

Old Town Nights invites guests to choose between two unforgettable experiences:

Part 1: Amphitheatre Live Show

A world-class live theatrical performance in the open-air Amphitheatre of the Old Town. This one-hour show experience is rich in storytelling, music, and memory-making moments inspired by AlUla's Old Town and the neighbouring Oasis.

Part 2: Fort Top Cultural Dinner

After the show VIP premium ticket holders will also enjoy an exclusively curated cultural dining experience on top of AlUla Fort.

Presented for a limited number of nights only during the Winter at Tantora festival, this extraordinary event brings heritage, theatre and gastronomy together in the atmospheric settings of AlUla Old Town.

WINTER AT TANTORA
18 DEC - 10 JAN

PRESENTED BY **الأول** SAB

ALULA MOMENTS
IN PARTNERSHIP WITH **VISA**

OLD TOWN NIGHTS

Old Town Nights is an unmissable theatre and dining experience inspired by AlUla's Old Town and the neighbouring Oasis. The live amphitheatre show is rich in storytelling, music, and memory-making moments. Premium ticket holders can enjoy front row seats and a limited-edition cultural dining experience on top of the Historic AlUla Fort after the show.

ليالي البلدة القديمة

تضمن تجربة "ليالي البلدة القديمة" مسرحية وعشاءً تم استلهامهما من بلدة العلا القديمة الواحدة المجاورة لها. العرض المسرحي الذي غني بسرد الحكايات والموسيقى واللحظات التي تبقى محفورة في الذاكرة. وبعد انتهاء العرض، يمكن لحاملي التذكرة المميرة الاستمتاع بالجلسات في مقاعد الصيف الامامي وتجربة عشاءً ثقافية دصرية على سطح قمة قلعة العلا التاريخية.

Official Partners

The Old Town **Budget**
Saudi Arabia

Book Your Tickets experiencealula.com

أحجز تذاكرك experiencealula.com



Live Theatrical Performance**Open-Air Amphitheatre**

This one-hour production invites guests to go on a heart-warming journey inspired by the heritage and memories of AlUla's Old Town and neighbouring Oasis.

Blending live storytelling, music and dramatic visual effects, the show follows a family whose find of a mysterious book pulls them into a captivating adventure through AlUla's past.

Key Information:

Duration:	1 hour
Price:	General Admission - Show Only SAR 90 / Person
Date:	18 Dec 2025 - 10 Jan 2026
Time:	Show entry at 7PM
Age:	Recommended +8 years

** Advanced booking recommended.

**Live Theatrical Performance + Cultural Dining Experience****Top of the AlUla Fort**

Guests seeking a complete evening experience may choose the Premium VIP ticket and enjoy front row seats, photos with the cast and a lantern lit walk through the town, to a limited edition, curated cultural dining experience on top of the historic AlUla Fort.

Inspired by traditional community wedding celebrations, the dinner offers refined hospitality, and sweeping night-time views across the Old Town and Oasis, for a limited number of guests only.

Key Information:

Duration:	Total experience 3 hours
Price:	Premium VIP - Show & Dinner SAR 450 / Person
Date:	18 Dec 2025 - 10 Jan 2026
Time:	Show entry at 7PM
Age:	Minimum +12 Years

** Advanced booking recommended.



OLD TOWN CULINARY VOYAGE

Perfect for food lovers and curious explorers alike, this 2 hour 30 minute immersive tasting tour through AlUla's Old Town is a flavour-packed journey into time, where each dish becomes part of the story and the Old Town itself becomes a celebration of local produce, traditional heritage and the artistry of its food makers.



Across a four-part heritage menu curated by leading local artisans and chefs, each course is served in a different Old Town location and is paired with stories that reveal the depth of AlUla's culinary heritage.

From savoury dishes to sweet creations and blending long-standing traditions with contemporary creativity, the experience invites guests to explore ingredients rooted in the Oasis, recipes passed through generations and the warm hospitality that defines AlUla.

Along the way, hands-on interactions, sensory touches and special keepsakes make this far more than a meal - it becomes a shared cultural encounter.

Key Information:

Duration:	2 hour 30 minutes
Price:	From SAR 395 / Person
Date:	18-20, 24-27 and 31 Dec 2025 1-3 and 7-10 Jan 2026
Time:	Three voyage a day, starting at 15:00, 18:00 and 21:00
Age:	Recommend age +12 years.

** Advanced booking recommended.



THE INCENSE ROAD EXPERIENCE

A 'Best Arts and Culture Event' winner and refreshed for Winter 2025, embark on a captivating journey through AlUla's Old Town, where ancient history meets living heritage in an unforgettable 90 minute experience.



In your small groups of 'Keepers' follow your guide to discover the secrets and stories of the Incense Road - from aromatic ingredients to the epic journeys of ancient traders, through to the vibrant cultural traditions that continue to thrive in AlUla.

This immersive adventure combines live performance, state-of-the-art technology, and hands-on discovery, guiding you through a sequence of multisensory worlds that awaken the senses.

The journey concludes with the chance to create and take home your own unique incense blend, a fragrant reminder of your Old Town experience.

This year we celebrate our official partnership with Amouage. Ticket holders are exclusively invited to enjoy 'The Frankincense Lounge' to discover the connectivity between Oman and AlUla, through the lens of the ancient Incense Road.

Key Information:

Duration:	1 hour 30 minutes
Price:	From SAR 185 / Person
Date:	20 November 2025 to 26 June 2026
Time:	First slot at 18:30, last slot at 21:00
Age:	Recommend age +5 years.

** Advanced booking recommended.

Book Your Tickets
experiencealula.com



THE OLD TOWN ESCAPE HOUSE EXPERIENCE

Can you unlock the legendary tales from AlUla and solve the puzzles, clues, and mysteries hidden within this immersive escape room experience?

Set in the living museum of AlUla's Old Town, this immersive escape room experience invites you to discover stories passed down through generations, drawing on local oral traditions to challenge teams



with a series of puzzles and clues. As time shifts and riddles unfold, uncover mysteries and rediscover tales nearly lost to history.

Co-curated with the community, it's a captivating journey into AlUla's storytelling legacy designed to awaken memory, curiosity, and imagination.

Key Information:

Duration:	70 minutes
Price:	SAR 130 / Person
Date:	20 Nov 2025 to 23 May 2026
Time:	For 2 to 8 players.
Age:	+8 years

** Advanced booking recommended.

Book Your Tickets
experiencealula.com



MIDDAY AT TANTORA

In celebration of the Winter at Tantora festival, discover the cultural significance of AlUla's Tantora sundial in this free, 20-minute history highlight led by a renowned Rawi - one of AlUla's premium storytellers.



Standing in Tantora Square at the precise moment the sun reaches its peak, guests discover how this ingenious marker once governed daily life between the Old Town and the Oasis - shaping planting seasons, guiding water sharing and anchoring the rhythms of community life. Blending scientific insight with tradition, the Rawi brings to life the knowledge, practice and heritage tied to this remarkable timekeeping device.

Key Information:

Duration:	20 minutes.
Price:	Free
Date:	18 Dec 2025 to 10 Jan 2026.
Time:	Daily at 12pm.



FROM OLD TOWN TO OASIS: A HERITAGE DISCOVERY EXPERIENCE

Limited to just ten guests, this experience offers a rare opportunity to explore two of AlUla's most evocative heritage settings in one journey, in the company of an expert storyteller - discovering first hand how the histories of the Old Town and Oasis are woven together.



Join a premium, small-group walking tour that traces the historic connection between AlUla's Old Town and its vibrant Oasis. Led by a Rawi, this 90-minute twilight experience offers an intimate look at the stories, landscapes and seasonal traditions that once shaped life between home and land.

Beginning at Dar Tantora and continuing onto the AlUla Fort, the walk reveals how communities marked time, shared resources and moved with the rhythms of the season. As you reach the Summer Farms and Oasis, the Rawi brings to life memories of agriculture, family, celebration and the deep connections that tied people to this landscape for generations.



Key Information:

Duration:	90 minutes
Price:	SAR 90 / Person
Date:	13 Nov 2025 - 14 Feb 2026.
Time:	Thur, Fri, and Sat, 16:30.
Group Size:	Maximum 10 guests. All ages.
Info:	Tours in English and Arabic.

*** Advanced booking essential.

Book Your Tickets
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OLD TOWN

WALL ART WALK

Join this one-hour walking tour for an intimate glimpse into the stories imprinted on the walls of AlUla's Old Town.

Guided by a Rawi, guests enjoy exclusive access to historic houses where painted mudbrick walls, hand-drawn motifs and personal markings reveal the creativity and traditions of the families who once lived here.

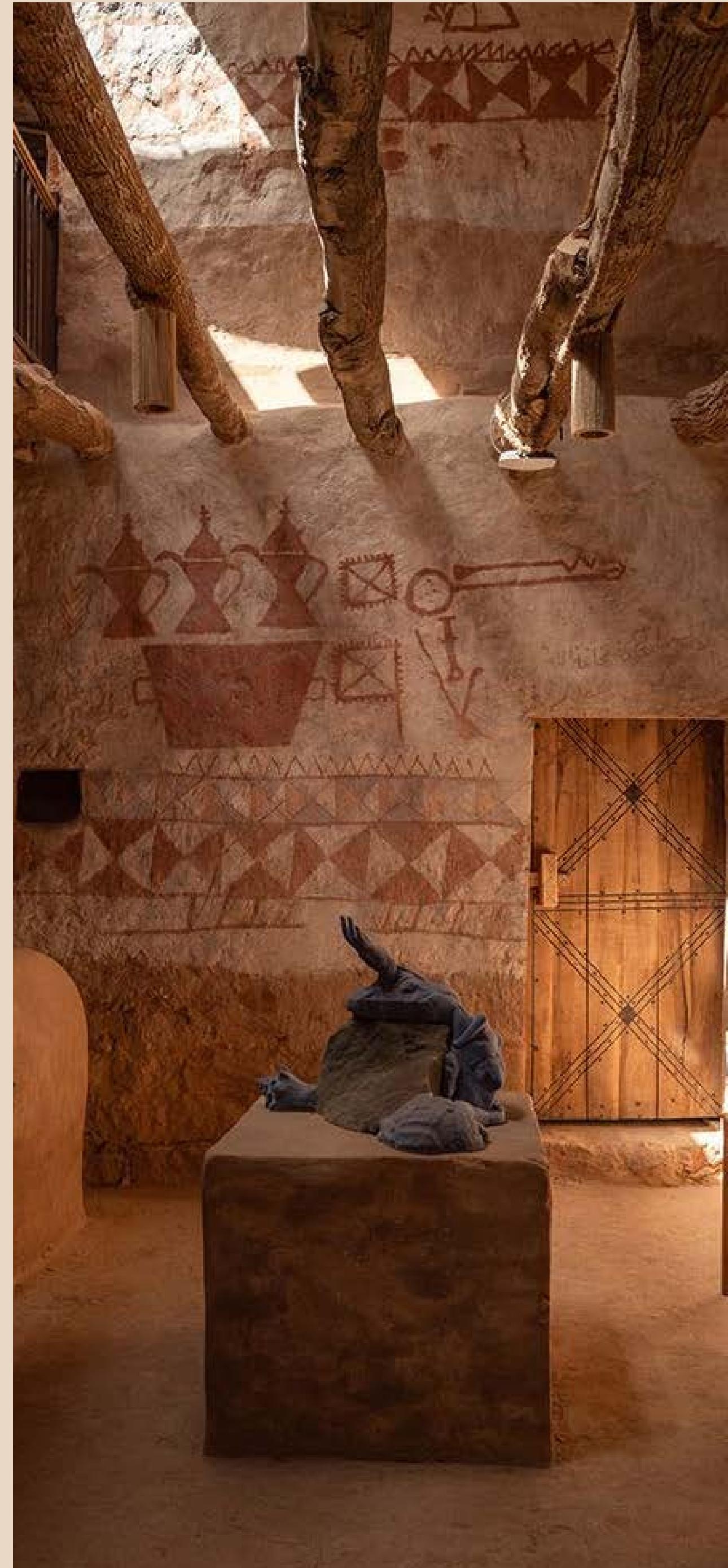
As part of the Kingdom's Year of Handicraft and curated with past residents of the Old Town, the experience highlights the heritage stories behind the designs - from motifs celebrating weddings and special occasions to symbols carrying local meaning.

Today, these details are being carefully preserved, offering a rare chance to encounter the heritage of Old Town up close in a small and intimate group.

Key Information:

Duration:	1 hour
Price:	SAR 35 / Person
Date:	19 Nov 2025 - 13 Feb 2026.
Time:	Fridays only, 16:00.
Info:	Tours in English and Arabic.

*** Advanced booking essential.



Book Your Tickets
experiencealula.com



A PLACE OF REMEMBRANCE

A Place of Remembrance is a landmark addition to AlUla's Old Town, transforming three expertly restored historic houses into a connected, immersive journey celebrating the cultural heritage of AlUla's people.



Developed in collaboration with the Shaikh Ebrahim bin Mohammed Al Khalifa Center for Culture and Research, this free to visit experience presents a series of multisensory encounters exploring themes of weddings, childhood and the wisdom of elders.

Drawing on the oral histories of AlUla's people, each space reveals stories rooted in community memory and shaped by generations, topped by a rooftop belvedere with views over the Old Town and neighbouring Oasis. The result is a place of wonder and reflection - where the spirit of AlUla's community is honoured, reanimated and shared with audiences today.



Key Information:

Duration:	60 minutes recommended
Price:	Free Entry
Date:	01 Nov 2025 - 30 April 2026
Time:	No maximum size
Info:	All ages welcome, parent supervision required



TANTORA COMMUNITY CELEBRATION

An Annual Celebration

Rooted in Ritual and Tradition

One of the most prominent landmarks in AlUla, the Tantora sundial stands as a testament to the ingenuity of the local community in harnessing nature to help shape and organise daily life. This pyramidal structure - located at the east side of the Old Town, is not just a stone structure, but functions as a tool used by the people of AlUla for hundreds of years. The Darb Square, known today as Tantora Square, is home to the sundial and was once a busy centre where farmers met daily in the presence of the "muqawwam", who would measure the shadow of Tantora against a set of stone markers, to determine the beginning and end of each share of water for the farmers. Tantora's shadow only reaches one of these stones once a year on 21st or 22nd December, when the sun is directly overhead in the Tropic of Capricorn. This day officially marks the beginning of the Winter Solstice, as the community welcomes the 'season of rain and wind'.

The Event

Each year, during the Winter at Tantora festival, the local community are invited to gather and reflect on this enduring practice and continue to celebrate the importance of preserving the cultural heritage, practices and inter-generational memory for future generations to continue to appreciate, cherish and enjoy.

Key Information:

Price:	Free entry, all welcome.
Date:	22 Dec 2025
Time:	Open from 16:00 to 21:00
Location:	Tantora Square
Description:	Annual celebration of cultural heritage



OLD TOWN TOUR

Refreshed for Winter 2025, this popular Rawi-led walking tour offers an intimate and engaging deep-dive into the heritage of AlUla's Old Town.

Exploring centuries of community life, trade and pilgrimage whilst visiting a collection of monuments and landmarks - including the beautifully restored AlItham Mosque, Tantora sundial, and access to AlUla Fort, where sweeping views highlight the deep connection between the Old Town, Summer Farms and the Oasis.

At each stop, the Rawi brings the past to life through a rich blend of oral histories, archaeological insight and lived memory. In small groups, guests also gain insight into ongoing conservation efforts, discovering how the Old Town continues to be safeguarded and revitalised, for future generations to come.



Key Information:

Duration:	60 minutes
Price:	SAR 70 / Person
Date & Time:	Daily Tour at 09:30, 16:30 and 17:30. Additional tour at 10:30 on Friday, Saturday and Sunday.
Info:	Tours in English and Arabic.
Age:	All ages are welcomed.

* Advanced booking preferred.

AN OPEN-AIR MUSEUM OF EXCEPTIONAL EXPERIENCES

Alongside our daily tours at our sites of ancient history and cultural heritage are special, limited time events, including:

Ikmah After Dark - Secret of the Scribe

An immersive evening experience at Jabal Ikmah, blending together a guided tour, hands-on carving workshops, storytelling inspired by the ancient inscriptions, and local refreshments. Running until 14 February 2026

Hegra After Dark

Winner of the “Best Arts and Culture Event” at the Middle East Event Awards, journey by horse carriage into a history-inspired extravaganza inspired by the Nabataeans rich in performance, hands-on activities and sensory delights. Running until 14 February 2026.

Memories of Ramadan Night Tour

In this special, community co-curated experience under the starlit sky, a local Rawi leads guests through the mudbrick maze of the Old Town by torchlight - bringing to life the sights, scents, and sounds of Ramadan when this special place was a home to the people of AlUla. This tour is strictly limited to small groups. Running over Ramadan only.

Visit ExperienceAlUla.com

for further information, and updates on what's on offer at AlUla's heritage sites.

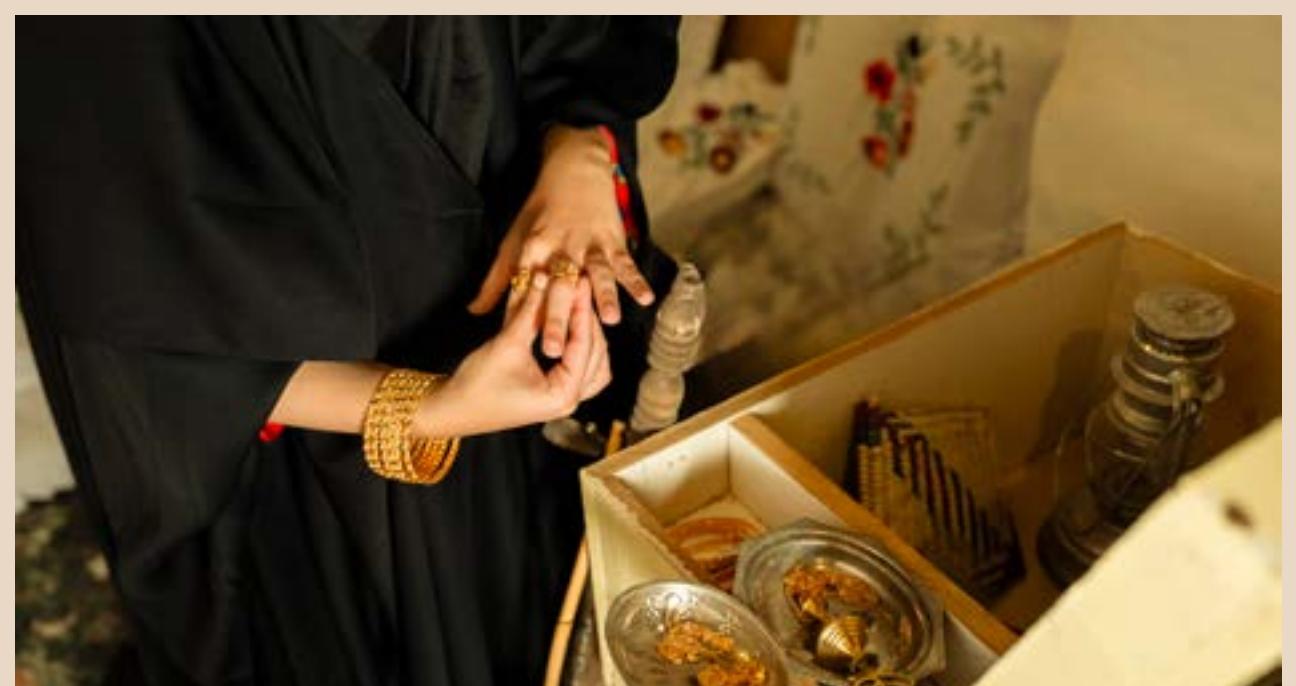


HAYAKU TRADITIONAL OUTFIT AND PHOTOBOTH EXPERIENCE

Hayaku is a new boutique experience in AlUla specialising in professional photography and fashion.

The store offers a unique experience combining stylish outfits with high-quality photography services, allowing visitors to capture memorable moments in creative and elegant settings.

With carefully curated clothing and accessories, Hayaku aims to provide both locals and tourists an opportunity to enjoy a modern, artistic, and immersive experience that blends fashion, style, and professional photography.



CREATIVE WORKSHOPS

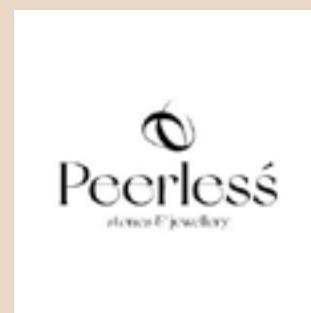
Across the Old Town, interactive moments and hands-on activities offer guests a deeper sense of immersion.

From demonstrations by local artisans to immersive memory-makers, a visit to AlUla Old Town promises a richly layered visit deserving of a destination recognised as one of the world's best tourism villages.

Participating Old Town retailers include



Otta



Peerless Jewellery



Ayadi AlUla



AlUla Scripts



Elegant



Rock Art



Jotun



Aril Rosary & Accessories

Old Town Creative Workshops

December 2025 to January 2026

Location:	HUNA
Clay Workshops:	19 & 27 December and 3, 17 & 24 January
Fashion Workshops:	6 & 7 January
Wood Sculpt Workshops:	12, 14 & 16 January
Open Call:	18, 21, 22, 23, 28, 31 December & 8, 11, 15, 18, 19, 20, 21, 22, 23, 25 January



OLD TOWN: WHERE HERITAGE, SHOPPING AND DINING MEET



CREATIVE WORKSHOPS

AIUla's Old Town is home to a vibrant collection of boutique shops and artisan stalls, offering everything from contemporary fashion, scents and accessories to handcrafted souvenirs inspired by the region's rich cultural heritage.

Whether shopping homewares crafted by local makers, exquisite ranges from premium brands or thoughtful keepsakes rooted in tradition, guests will find a range of carefully curated products showcasing the best of what AIUla shopping has to offer.



Jayla Skincare



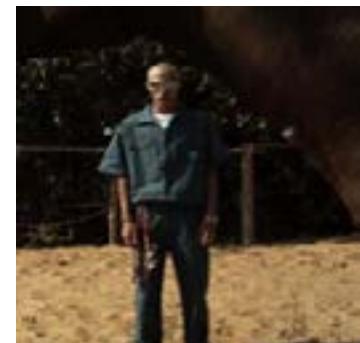
Faisal Al-Dayl



Ayadi AIUla



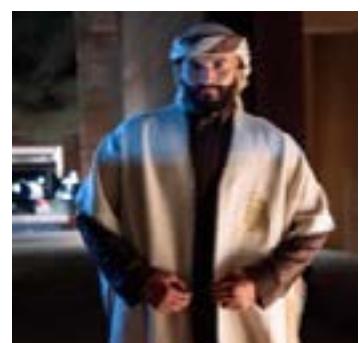
Concept by Weaver



House of Cenmar



Aram Resin



Shqilat



House of Kashmir



Rock Art



Ahmed Shawikan Grocery



Gift Shop



AOOC AIUla



Atelie Erth



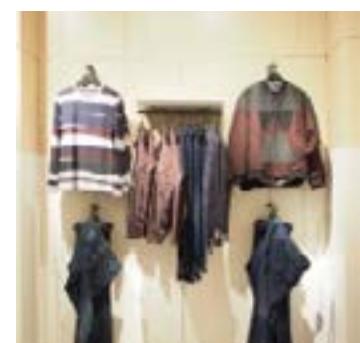
House of N



Rowdy



AIUla Scripts



Thammn



Saudi Scenes



Heritage and Art



Areej Accessories



Elegant Things



Rebda



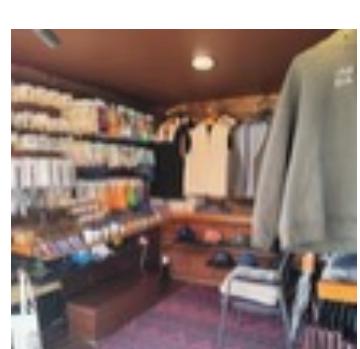
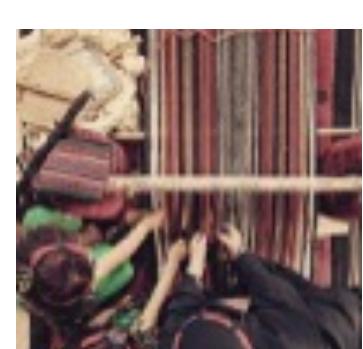
Ghosn Al-Ban Self Care



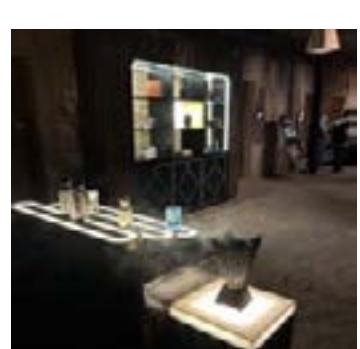
Ghosn Al-Ban Honey



Sadu AIUla



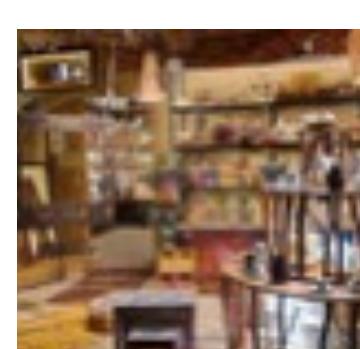
Bin Eid



Al Majed For Oud



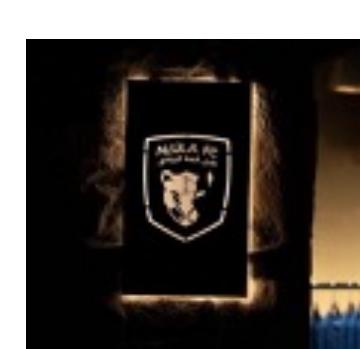
Hekayat Hirfa



Bazar AIUla



Otta



AIUla FC Club



Nour Fatehi

CREATIVE WORKSHOPS



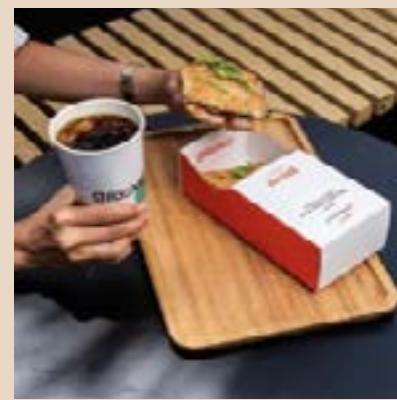
Alongside its retail offering, Old Town hosts an inviting mix of food and beverage experiences.

From cafés and eateries serving traditional Saudi heritage cuisine to restaurants presenting fresh, contemporary interpretations of local flavours.

Guests can enjoy everything from slow-cooked regional dishes, traditional beverages, freshly prepared snacks and bakes, to modern plates with international twists - making AlUla Old Town a destination where culinary exploration sits at the heart of the visit.



Freshhouse



Groovy



Jazeen



Villa Feyrouz



Entrecôte



Menzal



Wacafe



Groon



Tawabeen



7 Ribs



Dunkin'



Saudi National Dishes



Tomoor AlUla



70's Cafe



Tofareya



Huna



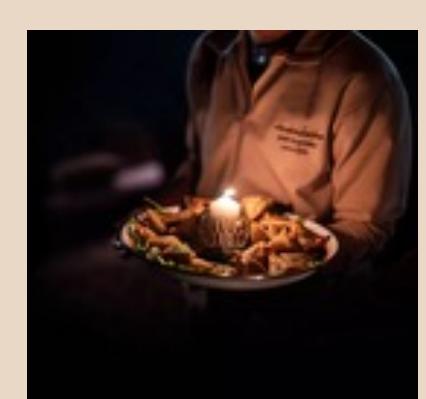
Khader Tea Experience



Al Nakheel Cafe



Grandma Recipe



Dar Tantora the House Hotel





البلدة القديمة
The Old Town