

لحظات العِلا
ALULA MOMENTS
IN PARTNERSHIP WITH
VISA



WHAT'S ON GUIDE

ANCIENT KINGDOMS FESTIVAL

20 NOVEMBER - 6 DECEMBER 2025

Discover journeys through time across AlUla's
spectacular sites of heritage

Official Partners



AMOUAGE



AMOUAGE

With thanks to our official partners,
Saudi Awwal Bank and Amouage, for supporting the preservation of
Saudi Arabia's cultural heritage

AWAKEN THE STORIES OF TIME

AT THE ANCIENT KINGDOMS FESTIVAL
20 NOVEMBER - 6 DECEMBER 2025, ALULA

Welcome to the fourth edition of AlUla Moments flagship heritage extravaganza - a dazzling, curated menu of memory-making experiences, set in AlUla's spectacular historic sites.

This year, the festival continues to deliver extraordinary journeys through time, with an exciting programme of characterful encounters, unexpected discoveries, stories in the sky, and star-studded performances.

From daytime discoveries to immersive after-dark explorations, visitors of all ages can explore the wonders of AlUla's open-air

living museum, set among landscapes of ancient history, archaeological wonder, and living heritage.

Tickets are limited to help protect AlUla's special places and to ensure every visitor enjoys a carefully curated, exclusive experience.

Advance booking is strongly advised. Reserve your place in history at experiencealula.com

EVERYONE CAN ENJOY THE ANCIENT KINGDOMS FESTIVAL

This year visitors can experience events in different languages, such as Hegra Stories from the Sky, accessible in Arabic, English, Mandarin, French, Italian, Hindi, German. There are also multilingual signage and audio guides across heritage sites.

We warmly welcome guests of all abilities and sensory needs. Our commitment includes having a dedicated Rawi fluent in Arabic, American, and British Sign Language, available to interpret the stories of our sites.

Many of our sites and experiences are family friendly. Hegra Children's Tour, created with young explorers in mind, invites children to embark on an adventure filled with quests, challenges, and discoveries that bring ancient history to life.



Hegra After Dark - Stories from the Sky



The Incense Road Experience



Hegra Children's Tour

UNFORGETTABLE JOURNEYS IN EXTRAORDINARY PLACES

THIS ANCIENT KINGDOM'S FESTIVAL, OUR PROGRAMME OF SPECIAL EVENTS TAKES PLACE ACROSS ALULA'S EXTRAORDINARY COLLECTION OF HERITAGE AND CULTURAL SITES, SHOWCASING 7,000 YEARS OF HUMAN HISTORY.



OLD TOWN

A historic maze of atmospheric mudbrick buildings whose origins date back almost a millennia with streets once again thriving with life. Home of 'The Incense Road Experience' and 'the Old Town Escape House Experience'.



DADAN

Launching in the festival's final week (30 November), 'Illuminating Discoveries: Uncovering the Layers of Dadan's History' will be open exclusively to Dadan and Jabal Ikamah tour ticket holders, showcasing more than 100 remarkable archaeological finds.



JABAL IKMAH

A UNESCO Memory of the World site with inscriptions and rock art dating back thousands of years, Jabal Ikamah hosts the Ikamah After Dark experience - offering festival-goers a first opportunity to discover 'The Secrets of the Scribe', an enchanting, immersive journey of storytelling and performance inspired by ancient civilisations.



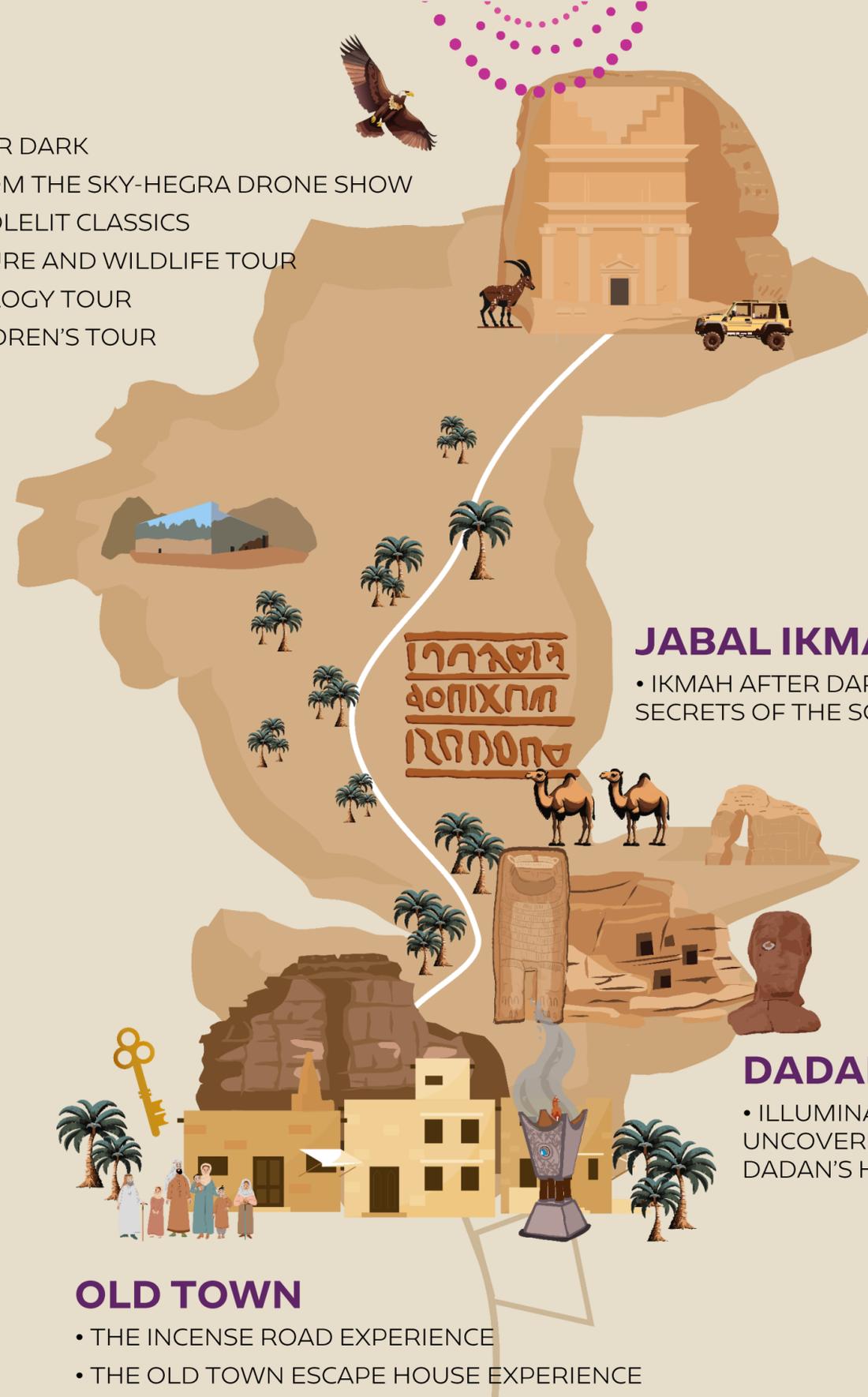
HEGRA

The awe-inspiring UNESCO World Heritage Site, made famous by the Nabataeans, comes alive during the festival, showcasing history in exciting new ways. From the epic Hegra Drone Show, to the sublime Hegra Candlelit Classics concerts with world-leading artists, Hegra remains the epicentre of festival activity.

HEGRA

- HEGRA AFTER DARK
- STORIES FROM THE SKY-HEGRA DRONE SHOW
- HEGRA CANDLELIT CLASSICS
- HEGRA NATURE AND WILDLIFE TOUR
- HEGRA GEOLOGY TOUR
- HEGRA CHILDREN'S TOUR

ANCIENT KINGDOMS FESTIVAL 2025



JABAL IKMAH

- IKMAH AFTER DARK - SECRETS OF THE SCRIBE

DADAN

- ILLUMINATING DISCOVERIES - UNCOVERING THE LAYERS OF DADAN'S HISTORY EXPERIENCE

OLD TOWN

- THE INCENSE ROAD EXPERIENCE
- THE OLD TOWN ESCAPE HOUSE EXPERIENCE

JOURNEYS OF DISCOVERY AT THE HEART OF THE ANCIENT INCENSE ROAD

Once the beating heart of ancient exchange, AlUla was a vital hub on the Incense Road – a vast network of trade routes that stretched across continents, bringing power and prosperity to AlUla's great cities - Dadan, and then Hegra. The cultural significance of incense for the local of community is a continued legacy.

During the Ancient Kingdoms Festival, our collection of heritage sites become stages for a rich mix of experiences designed to enrich and delight - journeys through time, where every visitor can make their own history.

The Old Town, Dadan, Jabal Ikmah and Hegra are easily accessible by car, taxi or scheduled bus transportation from Winter Park.

Time your visits to catch all the festival highlights.

Old Town to Dadan - 15 minutes

Old Town to Jabal Ikmah - 10 minutes

Dadan to Jabal Ikmah - 10 minutes

Old Town to Hegra - 30 minutes

THE INCENSE ROAD EXPERIENCE

A 'Best Arts and Culture Event' winner and refreshed for Winter 2025, embark on a captivating journey through AIUla'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 AIUla.

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



**BOOK YOUR
TICKETS HERE**

IMMERSIVE

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 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 AIUla, through the lens of the ancient Incense Road.

20 November 2025 to 26 June 2026.

Experiences run Tuesday to Saturday.

Arabic and English language experiences available, with Mandarin language devices available.

First slot at 18:30, last slot at 21:00.

90 minute experience.

Maximum of 10 guests per group.

SAUDI
EVENT
AWARDS 2025
حفل جوائز
السعودية
للفعاليات

**WINNER
BEST ARTS AND
CULTURE EVENT**

"Great experience overall, very interactive and immersive."

"A multi-sensory and very atmospheric journey."

Official partner

AMOUAGE

MULTISENSORY

DISCOVERY

ILLUMINATING DISCOVERIES, UNCOVERING THE LAYERS OF DADAN'S HISTORY

This special display invites visitors to step into the world of ongoing archaeological exploration.

Curated by the archaeologists themselves, the exhibition presents highlight discoveries from recent and continuing missions at Dadan and nearby Umm Daraj.

Artefacts begin to reveal the stories of the communities who once thrived here, films share the experience of archaeological practice, and special exhibits bring to life the layout and key features of what was once the capital of two ancient North Arabian kingdoms.



**BOOK YOUR
TICKETS HERE**

The exhibition was developed in collaboration with the French Agency for AIUla Development (AFALULA), working alongside the Dadan Archaeological Project (DAP), a partnership between the Royal Commission for AIUla (RCU) and the French National Center for Scientific Research (CNRS), investigating the ancient oasis settlement of Dadan since 2020.

Opens 30 November 2025.

Exclusive to Dadan and Jabal Ikmaah tour ticket holders.

The display is accessible in Arabic, English and Mandarin, with site tour audio guides available in Arabic, English, Mandarin, French and Italian.



INTRIGUING

ICONIC

EXCLUSIVE

HEGRA AFTER DARK SPECIAL EDITION

'STORIES FROM THE SKY'

HEGRA DRONE SHOW

Experience an award winning, awe-inspiring fusion of light, sound, and storytelling as hundreds of drones illuminate the skies. Available for the first two weeks of the Ancient Kingdoms Festival 2025 only, early booking is strongly advised.

A night of marvel and wonder, this exclusive live show brings ancient storytelling to life, inviting you to witness the Incense Road and legendary civilisations unfold on and above the iconic backdrop of Hegra's colossal tombs.



**BOOK YOUR
TICKETS HERE**

LIMITED EDITION

ICONIC

INNOVATIVE

Epic, immersive, and truly memorable, this concerto of storytelling and spectacle can be experienced either as a special extension to your Hegra After Dark tour or as a stand-alone ticketed event - an experience to capture, share, and remember for a lifetime.

Taking place on the following seven nights of the Ancient Kingdoms Festival only:

Performance dates: 20, 21, 22, 26, 27, 28, 29 November ONLY.

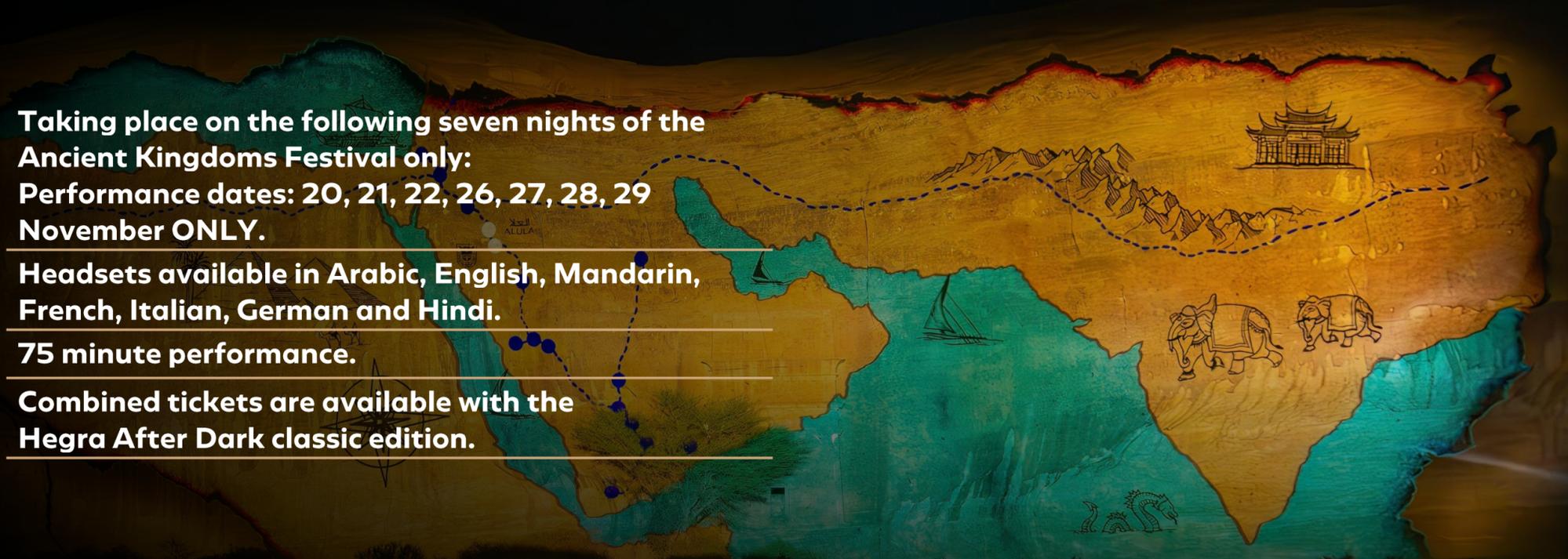
Headsets available in Arabic, English, Mandarin, French, Italian, German and Hindi.

75 minute performance.

Combined tickets are available with the Hegra After Dark classic edition.



**WINNER
BEST
ENTERTAINMENT
PRODUCTION**



HEGRA AFTER DARK

An immersive night journey, combining atmospheric storytelling, culinary delights, theatrical moments, and hands-on engagement to reveal the splendour of the Nabataeans in the landscapes of Saudi Arabia’s first UNESCO World Heritage Site.

Experience the return of the award winning Hegra After Dark - now bolder, richer, and more immersive than ever. This journey of discovery takes you on a captivating journey along incense-scented trails, uncovering the cultural legacy of the Nabataeans and the ancient Incense Road. From horse-drawn carriage rides to live performances and a theatrical marketplace filled with the sights, sounds, scents, and flavours of the Nabataean era, this much-loved experience brings the ancient world vividly to life.



BOOK YOUR TICKETS HERE

IMMERSIVE

IMAGINATIVE

MULTISENSORY

“Hegra After Dark”...is an ethereal dream that is created to last fleetingly for an evening; the memories are etched forever...”

-Outlook Traveller, India

Opens 26 November 2025 and running until 24 February 2026.

Experiences run Tuesday to Saturday.

Performed simultaneously in Arabic and English.

95 minute experience.

First slot at 18:30, last slot at 21:00.



HEGRA CANDLELIT CLASSICS

Set within the majestic surrounds of Hegra, Saudi Arabia's first UNESCO World Heritage Site, the Hegra Candlelit Classics return with two enchanting evenings of world-class music. As candlelight flickers across ancient sandstone and the serene desert air stills, each performance will offer an intimate, sensory-rich journey through sound and setting.

YOSHIKI and Ibrahim Maalouf

20 November

Legendary Japanese composer, pianist, and rock drummer YOSHIKI and the Grammy-nominated trumpet virtuoso Ibrahim Maalouf are both performing (separately and together) on the same night of boundary-defying artistry under the stars in AlUla.



BOOK YOUR
TICKETS HERE

IMMERSIVE

Jon Batiste and Marilyne Naaman

21 November

Grammy-winner Jon Batiste brings his iconic blend of jazz and soul to Hegra, while Lebanese singer Marilyne Naaman captivates with her powerful vocals in a magical candlelit setting.

20 and 21 November 2025.

For detailed information visit:
experiencealula.com



BOOK YOUR
TICKETS HERE

ENCHANTING



EXCEPTIONAL

IKMAH AFTER DARK SECRETS OF THE SCRIBE

Under AIUla's starlit skies, journey to Jabal Ikmah for an immersive evening of storytelling and discovery inspired by the ancient civilisations that left their mark in this extraordinary place of cultural memory.

Step into the mysteries of the past to uncover the Secrets of the Scribe and explore this storied landscape, recognised by UNESCO as a Memory of the World heritage site. This atmospheric after-dark experience leads you through the gorge to encounter ancient inscriptions before joining a hands-on carving workshop.

The evening concludes with a spellbinding storytelling performance and shared refreshments, inspired by the flavours of AIUla's Oasis.

20 November 2025 to 14 February 2026.

Experiences run Wednesday to Saturday.

Performed simultaneously in Arabic and English.

75 minute experience.

First slot at 18:00, last slot at 22:00.



**BOOK YOUR
TICKETS HERE**

DISCOVERY

IMMERSIVE

INTERACTIVE

THE OLD TOWN ESCAPE HOUSE EXPERIENCE

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

Set in the living museum of AIUla'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 AIUla's storytelling legacy - designed to awaken memory, curiosity, and imagination.

70-minute immersive escape room experience (10-min briefing, 60-min gameplay).

A series of timed puzzles and quests across multiple rooms.

Unique storytelling inspired by AIUla's legends and folklore.

Self-guided group activity for 2 to 8 players.

Community-crafted experience in a heritage Old Town house.



**BOOK YOUR
TICKETS HERE**

CHALLENGING

INTERACTIVE

IMMERSIVE

HEGRA, JABAL IKMAH, OLD TOWN & DADAN

Dynamic ways to explore the cultural sites of AlUla, on foot, horse and carriage or vintage Land Rover - this year's festival has more options than ever!



THE OLD TOWN ESCAPE HOUSE EXPERIENCE



OLD TOWN

20 November 2025 to 23 May 2026

Open Tuesday to Saturday

First slot 10:30, last slot 21:00



OLD TOWN TO OASIS - A HERITAGE DISCOVERY EXPERIENCE



OLD TOWN

Thursday, Friday and Saturday

13 November 2025 until

14 February 2026, at 16:30.



DADAN ILLUMINATING DISCOVERIES EXHIBITION



DADAN

Opens 30 November 2025

Permanent daily exhibit



HEGRA GEOLOGY HIKE



HEGRA

Saturday 22 and 29 November

16:00

1 hour 45 minutes experience



HEGRA WILDLIFE & NATURE TOUR



HEGRA

7 - 30 November 2025

Daily at 06.30 and 16:00

2 hours experience



HEGRA CHILDREN'S TOUR



HEGRA

20, 21, 28 November

09:00 and 11:00 am

90 minutes experience

لحظات العلا
ALULA MOMENTS
IN PARTNERSHIP WITH
VISA

THE OLD TOWN ESCAPE HOUSE EXPERIENCE

Step into captivating spaces, curious challenges, and spellbinding roles, bringing generations of storytelling to life.

بيت أسرار البلدة القديمة

ادخلوا عالماً مفعماً بالإثارة والغموض، واستكشفوا الأجزاء الأسيرة والتحديات الذكية، حيث تعود الأساطير القديمة إلى الحياة مجدداً، لكن هذه المرة، ستكونون أنتم أبطالها.



Book Your Ticket Now

Old Town Escape House
experiencealula.com



احجز تذكرتك الآن

بيت أسرار البلدة القديمة
experiencealula.com

Official Partners



AMOUAGE

OLD TOWN, JABAL IKMAH, & HEGRA

Discover the cultural sites of AlUla 'after dark', with immersive experiences that ignite the senses and reveal the mysteries of civilisations that once thrived on this ancient land.



THE INCENSE ROAD EXPERIENCE



OLD TOWN
20 November 2025 - 26 June 2026
Open Tuesday to Saturday
from 18:30 - 21:00



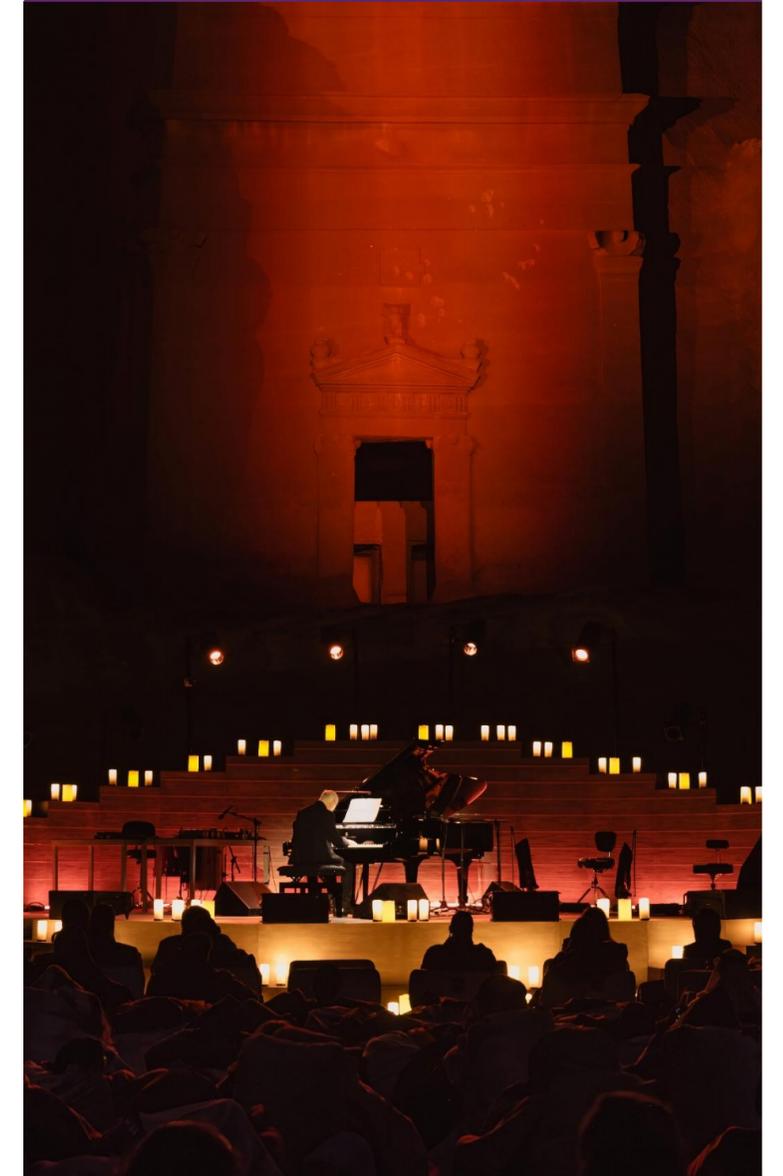
IKMAH AFTER DARK 'SECRETS OF THE SCRIBE'



JABAL IKMAH
20 November - 14 February 2025
2 shows per night
18:00 & 20:00



HEGRA CANDLELIT CLASSICS



HEGRA
20 November - 21 November 2025
Doors open 6:30 pm - 11:30 pm
Strictly limited tickets per show



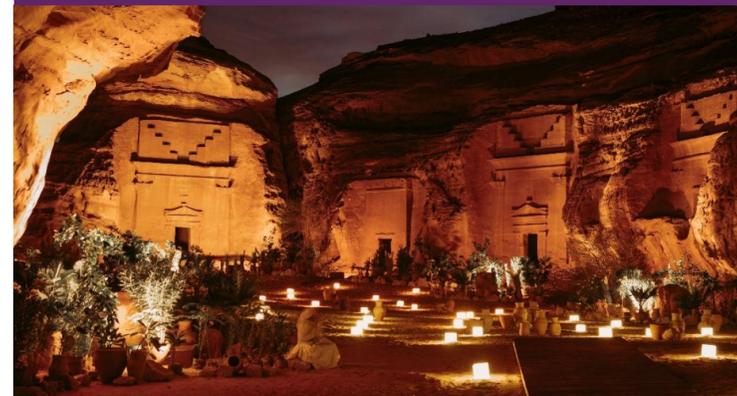
'STORIES FROM THE SKY' HEGRA DRONE SHOW



HEGRA
20, 21, 22, 26, 27, 28, 29 November
2 shows per night, 18:00 & 20:30
Strictly limited tickets per show



HEGRA AFTER DARK



HEGRA
26 November - 14 February 2026
Wednesday - Saturday
2 shows per night

تجربة
طريق
البخور

رحلة غامرة عبر التاريخ العريق
والتراث الحي في بلدة العِلا القديمة

THE
INCENSE
ROAD
EXPERIENCE

An immersive journey through ancient history
and living heritage in AlUla's Old Town

من ٢٠ نوفمبر ٢٠٢٥ إلى ٢٦ يونيو ٢٠٢٦
من الثلاثاء إلى السبت
إبتداءً من الساعة ٦:٣٠ مساءً

20 NOVEMBER 2025 - 26 JUNE 2026
TUESDAY TILL SATURDAY
OPENS 6:30 PM, LAST ENTRY 9:30PM

لحجز تذكرتك الآن
BOOK YOUR TICKETS NOW



experiencealula.com

إطلاق حصري لمهرجان الممالك القديمة ٢٠٢٥
Launching exclusively for the Ancient Kingdoms Festival 2025



Official Partners



AMOUAGE

A FESTIVAL DELIVERED BY THE COMMUNITY OF ALULA AND CONSTELLATION OF HISTORICAL SPECIALISTS



Our frontline Cultural Sites Management team are primarily from the AlUla community, working together to facilitate visitors on their journeys of discovery.

‘Rawis’ - meaning ‘storytellers’ in Arabic - skillfully combine AlUla’s traditional hospitality with deep historical knowledge passed down through generations and refreshed through expert training from archaeologists.



Rawis are joined by Heritage Rangers, who ensure visitor safety and preserve our cultural heritage, reflecting our commitment to protecting these wonders for future generations.

We kindly ask every visitor to be responsible guests as we continue to be a place of heritage for the world - leaving nothing but footprints, and taking nothing but memories.



We are proud to work alongside archaeologists, subject specialists and the local community to guide the experiences on offer at this year’s Ancient Kingdoms Festival, and year round at our cultural heritage sites.

Their profound wisdom and the discoveries that continue to be made through archaeological and intangible cultural heritage research

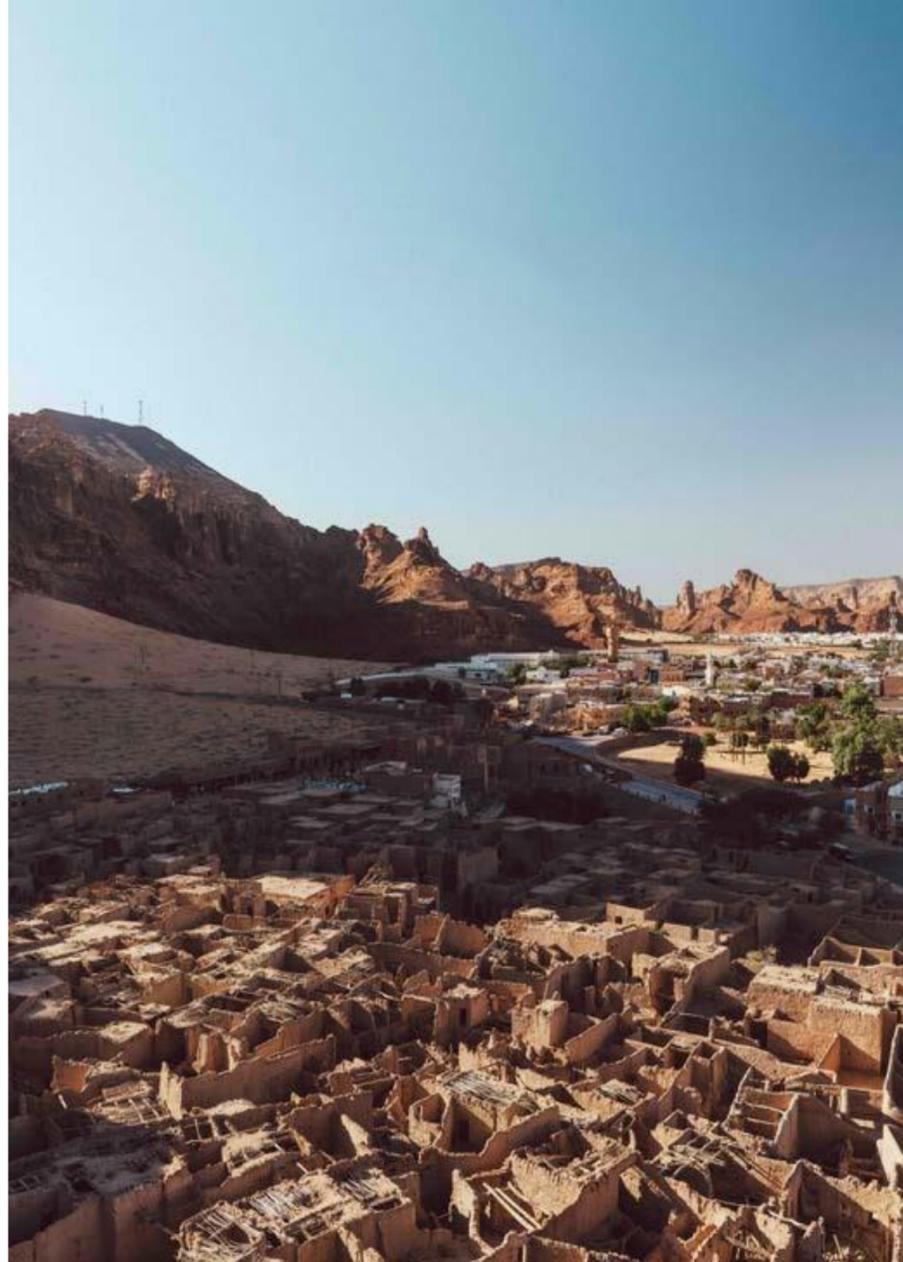


enables every detail to be carefully curated, offering fresh perspectives on how to bring history to life.

This distinctive world-class approach to creating history inspired experiences gives the festival a unique and dynamic offering - making it the region’s most popular celebration of ancient history.

Elevate your festival experience by booking a Rawi led tour at one of AlUla’s many heritage sites. To know more, visit www.experiencealula.com

لحظات العِلا
ALULA MOMENTS
IN PARTNERSHIP WITH
VISA



ANCIENT KINGDOMS FESTIVAL 2025, ALULA

**FOLLOW US ON
SOCIAL MEDIA:**
@alulamoments



Official Partners



AMOUAGE